

PIA of Florida ad-hoc marketing opportunities

All ad-hoc opportunities include distribution to PIA of Florida members and those who haven't joined yet (prospects) **to over 61,000 independent insurance agents.**

PIA of Florida Partners in Action receive additional discounts on the ad-hoc opportunities below:

- Industry Supporter 10% off
- Programs Supporter 15% off
- Strategic Supporter 20% off

Sponsored PIA of Florida webinars:

\$500

Generate new leads by sponsoring a PIA of Florida-hosted webinar to help drive traffic to your website and get your brand in front of a captivated audience of independent insurance agents. All webinars are recorded. Sponsors will be recognized in marketing, have the opportunity to address the audience, and receive the opt-in list of registrants. Opportunities and topics will vary throughout the year.

Sponsored Lunch and Learns/Product Showcases

\$750

Looking to promote your product or service to independent insurance agents in Florida? A sponsored lunch and learn or product showcase webinar is a great way to do that – webinars are recorded and shared with registrants. The webinar can be educational or promotional. However, agents appreciate webinars highlighting education or how the product/service can help their agency more. Other options include focus groups and coffee breaks.

Sponsor a series of Advocacy Webinars

\$3,000

PIA of Florida works with Lisa Miller, Florida's former deputy insurance commissioner, to provide up-to-date information to agents about what's happening in Tallahassee. We hold approximately 6-10 webinars per year. Become the sole sponsor of these webinars. You can send a representative to highlight your company at the start of every webinar, or PIA staff can deliver your message for you. Your logo will also be recognized in marketing materials.

Sponsored Emails (1 or 2 per year)

\$550 per email

Ready to expand your reach and engage a new audience? Consider sponsoring a successful email, a proven and effective marketing channel. PIA of Florida will work with you to send your email to your desired audience.

By leveraging this channel, you can ensure targeted reach to a specific audience, increase brand exposure directly in recipients' inboxes, and benefit from measurable results through tracking metrics like open and click-through rates. Personalization opportunities allow tailored content, and the inclusion of compelling calls-to-action can drive desired actions.

Digital Ads

Maximize your product's visibility and impact with targeted digital ads! Reach your ideal audience, boost brand recognition, and drive conversions effortlessly. In the digital realm, precision marketing meets unparalleled results. Elevate your strategy and propel your product to new heights—invest in digital ads today!

Education newsletter-highlights upcoming webinars, education, events, and programs.

Prospect newsletter-highlights upcoming webinars, education, events, programs, PIA member benefits and contains written content to help independent agents.

View an [example newsletter](#).

- **300 x 250 px Ad on an interior page of the website;** most viewed page is Upcoming Events and Education
 - *\$500 per month*
- **300 x 250 px Digital Ad in Education and/or Prospect Newsletters** (alternate bi-weekly distribution)
 - *1x \$300*
 - *2x \$600*
- **650 x 90 px Digital Ad in Education and/or Prospect Newsletters** (alternate bi-weekly distribution) -1 company per newsletter
 - *1x \$375*
 - *2x \$675*
- **Sponsored content in Education and/or Prospect Newsletters** (alternate bi-weekly distribution)-**100-150 words, link to your full article or website:**
 - *1x \$350*
 - *2x \$650*

Frequency discounts may apply.

Direct Mail

Pricing starts at \$300 (BS)/ \$500 (Flyer) for the year

Deliver your marketing messages directly to PIA members when they are due to renew. PIA of Florida sends invoices and letters to PIA members before their membership expires. We can

include your buck slip or flyer with their renewal information. You can provide the artwork, or PIA can work with their preferred vendor to have it designed (additional charges will apply).

Buck slip size: 8.50 x 3.66 in

Flyer: 8.5 x 11 in

Sponsored in-person event

Pricing starts at \$1,500

Network with independent insurance agents in person by sponsoring an in-person event. You can work directly with PIA of Florida to determine what type of event you would like to host, education, networking, focus group? The options are endless. We will promote the event to our contacts to drive registration. Once the agents are there, you have the floor! This is your time to shine.

Sponsor PIA of Florida events

PIA of Florida hosts many events throughout the year, including their annual meeting. You can become a sponsor of different elements at PIA of Florida in-person events to get your company and brand of independent insurance agents and brokers. This includes food, beverages, signage, gifts, and more.

Sponsor a customized program for agents

Interested in sponsoring a specific program for agents? We can work together to create a special cohort of your chosen agents or PIA members to offer them a special program such as Insurance CSRs Sales Masterclass, continuing education courses, or more. The options are endless, and we can come up with one together.

Contact Information

As you can see, PIA of Florida provides many ways to strengthen your brand and promote your business to independent insurance agents. We encourage you to contact us to discuss your business's goals.

CONTACT:
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