



# **PARTNERS IN ACTION PROSPECTUS**

BE AN INTEGRAL PART OF THE PIA OF FLORIDA COMMUNITY

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 [www.piafl.org](http://www.piafl.org)



## ABOUT PIA OF FLORIDA

The Professional Insurance Agents of Florida (PIA of Florida) represents the interests of independent insurance agents across all seven regions of the state of Florida. Established over 60 years ago as an affiliate organization of the National Association of Professional Association (PIA), our mission is to promote the prosperity, growth, and perpetuation of our members as professionals in the Florida insurance industry.

Our partners and sponsors are the backbones of this community. You are what make education, programs, and networking possible. You deserve quality time with prospects, and the opportunity to share your knowledge, and get your brand out there in the industry. That's why PIA of Florida is pleased to offer the Partners In Action Program.

PIA of Florida's Partners In Action Program is a combined membership, marketing, and funding program for PIA. Companies have the opportunity to "partner" with PIA by providing financial contributions to help underwrite programs and services directed toward member agents. Companies are invited to participate as sponsors at various financial levels dependent on their goals, needs, and resources. In return, they receive marketing opportunities, increased industry exposure, and the ability to demonstrate their support of the independent agency system. The various levels are designed to meet your goals, needs, and resources. Levels include Industry Supporter (Bronze), Programs Supporter (Silver), and Strategic Supporter (Gold).

Member Profile: PIA members (and those who haven't joined yet) are agency owners and staff who specialize in selling commercial and personal lines property and casualty insurance, but they also sell life and health insurance, workplace benefits, and other financial services products.

We would love to have your organization as a PIA of Florida Partner In Action. For your review, we have detailed the levels of support.



01

## INDUSTRY SUPPORTER - BRONZE \$1,000

- ⊗ Associate membership with PIA of Florida, including discounts on education and events
- ⊗ Receive 10% discount on ad-hoc advertising and sponsorship opportunities
- ⊗ Use of PIA of Florida Supporter logo
- ⊗ Company logo and link on Supporter page on website
- ⊗ Welcome on social media
- ⊗ Recognition and thank you email to the membership (end of year)
- ⊗ Subscription to PIA of Florida Newsline (1 contact)

02

## PROGRAMS SUPPORTER - SILVER \$2,500

- ⊗ Associate membership with PIA of Florida, including discounts on education and events
- ⊗ Receive 15% discount on ad-hoc advertising and sponsorship opportunities
- ⊗ Use of PIA of Florida Supporter logo
- ⊗ Welcome on social media
- ⊗ Recognition and thank you email to membership (end of year)
- ⊗ Subscription to PIA of Florida Newsline (3 contacts)
- ⊗ Advertising Included:
  - ⊗ Company logo and link on the Supporter page on website
  - ⊗ Company logo on the homepage of website
  - ⊗ Recognition as a Programs Supporter in Newsline throughout the year
  - ⊗ Two static ads in Newsline newsletter
  - ⊗ Recognition at PIA of Florida events
  - ⊗ Your funds will go towards underwriting in-person and virtual events, programs, and services for member agents (non-sponsored)

03

## STRATEGIC SUPPORTER - GOLD \$3,500

- ⊗ Associate membership with PIA of Florida, including discounts on education and events
- ⊗ Receive 20% discount on ad-hoc advertising and sponsorship opportunities
- ⊗ Use of PIA of Florida Supporter logo
- ⊗ Welcome on social media
- ⊗ Recognition and thank you email to membership (end of year)
- ⊗ Subscription to PIA of Florida Newsline (5 contacts)
- ⊗ Subscription to PIA Connection Magazine (1 contact)
- ⊗ Advertising Included:
  - ⊗ Recognition at PIA of Florida events (non-sponsored)
  - ⊗ Company logo and link on Supporter page on website with brief company description
  - ⊗ Company logo on the homepage of website
  - ⊗ Two static ads in Newsline newsletter
  - ⊗ One sponsored email or article in e-newsletter to PIA of Florida members (partner to provide copy or work with association)
  - ⊗ Recognition as a Strategic Supporter in Newsline throughout the year (weekly)
  - ⊗ Opportunity to sponsor a virtual program of choice such as advocacy initiatives, education, lunch and learn, product showcase, webinars, and custom events



## ADDITIONAL AD-HOC SPONSORSHIP OPPORTUNITIES

Below are additional opportunities to get your company and brand in front of PIA of Florida members. Contact us for pricing.

- Ⓞ Dedicated sponsored emails (1 or 2 per year)
- Ⓞ Sponsored content in e-newsletter
- Ⓞ Inclusion in PIA of Florida renewal letters or targeted mailings
- Ⓞ Digital advertising on website
- Ⓞ Sponsor or host different types of events INCLUDES speaking time:
  - ✔ Advocacy Events
  - ✔ Intimate Focus Groups
  - ✔ Networking/Meetups
  - ✔ Virtual Coffee Breaks
  - ✔ Lunch and Learns
  - ✔ Workshops
  - ✔ Education
  - ✔ Food at Events
  - ✔ Product showcases/Webinars

**Reserve your preferred opportunity and become a PIA of Florida Partner in Action!**  
Contact Samantha deBoer, Executive Managing Director, PIA of Florida  
**at [piafl@piafl.org](mailto:piafl@piafl.org) or [sdeboer@pianational.org](mailto:sdeboer@pianational.org).**

Are you looking for a different opportunity? If you don't see an offering that meets your needs, contact us directly to create a custom offering  
**at [piafl@piafl.org](mailto:piafl@piafl.org) or [sdeboer@pianational.org](mailto:sdeboer@pianational.org).**