



AIIA First STEP Sponsorships

The Alabama Independent Insurance Agents (AIIA) have streamlined the First STEP Sponsorship program to allow insurance companies, wholesalers, and vendors to support our association and industry on an on-going basis. Using a tiered approach, this program allows each company to choose a partnership and premium add-on exposure based on the level of interaction and visibility to Alabama Independent agents.

Your investment as a First STEP Sponsor shows your dedication to both our association and industry. As partners, we can work together to protect, promote, and grow the independent agency system for years to come!

FIRST STEP PLEDGE

Company: _____

Contact Name: _____ **Website:** _____

Mailing Address: _____

Phone: _____ **Email:** _____

We want to partner at the following level: TOTAL INVESTMENT: _____

- ☐ Star+ \$30,000
- ☐ Star \$25,000
- ☐ Diamond \$15,000
- ☐ Platinum \$10,000
- ☐ Gold \$8,000
- ☐ Silver \$5,500
- ☐ Bronze \$3,500

Please add the following a la carte items:

- ☐ Clay Shoot Lunch – \$750 (need three sponsors)
- ☐ Clay Shoot Shells – \$750 (need four sponsors)
- ☐ Clay Shoot Shotgun Give-A-Way – \$1,500
- ☐ Big I PAC Closest to Pin - \$300/each AM/PM
- ☐ Big I PAC Hole-in-One - \$750 (5 Available)
- ☐ Big I PAC Straightest Drive - \$750
- ☐ Big I PAC Beverage Sponsor– \$1,500 (2 Available)
- ☐ Big I PAC Lunch Sponsor - \$1,500 (2 Available)

Return form to Michelle McKee at mmckee@aiaa.org

Method of Payments

Checks made payable to AIIA:

Alabama Independent Insurance Agents
141 London Parkway, Birmingham, AL 35211

Online payment through AndDone:

<https://anytime.anddone.com/#/alabamaindependentins>

Receipts will come from AndDone automatically.

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SPONSORSHIP PACKAGES	STAR+ \$30,000	STAR \$25,000	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$8,000	SILVER \$5,500	BRONZE \$3,500
MEMBERSHIP							
AIIA Associate Membership	X	X	X	X	X	X	X
Use of AIIA Classroom	X	X	X	X	X	X	X
Education & AIIA Newsletters	X	X	X	X			
Sponsorship Recognition in AIIA Lobby	X	X	X	X	X	X	X
Recognition in the <i>Alabama Independent</i>	X	X	X	X	X	X	X
Discounts on Advertising in the <i>Alabama Independent</i> – 4 issues required	50%	30%	25%	20%	15%	10%	
EVENTS							
Sponsorship Recognition at AIIA Legislative Conference, Annual Convention & Young Agents Conference	X	X	X	X	X	X	X
Complimentary/Discounted Booth at Annual Convention	2 Booths	2 Booths	X	X	75%	50%	25%
Comp/Discounted Convention Registrations	8	4	3	2	2	1	2 – 25%
Comp/Discounted EPIC Conference Registrations	5	3	2	1	1	1	2 – 25%
Comp/Discounted Fall Conference Registrations	5	3	2	1	1	2 – 25%	1 – 25%
A LA CARTE – FUNDRAISER SPONSORSHIPS (First Come, First Serve)							
Clay Shoot Lunch – 3 available	\$750	\$750	\$750	\$750	\$750	\$750	\$750
Clay Shoot Shell Sponsor – 4 available	\$750	\$750	\$750	\$750	\$750	\$750	\$750
Clay Shoot Shotgun Give-A-Way Sponsors	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Big I PAC Closest to the Pin (AM & PM)	\$300/ea	\$300/ea	\$300/ea	\$300/ea	\$300/ea	\$300/ea	\$300/ea
Big I PAC Practice Range (AM & PM)	\$300/ea	\$300/ea	\$300/ea	\$300/ea	\$300/ea	\$300/ea	\$300/ea
Big I PAC Hole-In-One Sponsor – 5 available	\$750	\$750	\$750	\$750	\$750	\$750	\$750
Big I PAC Straightest Drive Sponsor – 1 available	\$750	\$750	\$750	\$750	\$750	\$750	\$750
Big I PAC Beverage Sponsor – 2 available	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Big I PAC Lunch Sponsor – 2 available	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500

*Any question on A La Carte items or to see if an item has already been sponsored; please contact Michelle McKee @ mmckee@aiaa.org.

*Clay Shoot Shotgun Give-A-Way Sponsors – Excalibur gives away two shotguns, and this can be split \$1,000 for one gun & \$500 for second gun. Chances to win are sold at Clay Shoot.

*Big I PAC Hole-In-One – will need volunteers to work the hole to sell the chances.