

Sponsorship Packet



Independent Insurance Agents
& Brokers of South Carolina

Red Carpet Experience

Oct. 13-15 ★ Grove Park Inn

Let your star shine!



Sponsor Benefits:

All IIABSC Annual convention sponsors receive:

- Significantly discounted registration rates, if attending.
- Company recognition in Convention Program & IIABSC website
- Program Listing/write-up depending on sponsorship level. (Listing sizes specified on Page 3)
- Recognition in IIABSC electronic newsletter
- Prominent exhibit booth location & priority choice of booth space (if exhibiting)
- Sponsor recognition on exhibit booth (if exhibiting)
- Sponsor logo on various event materials
- Sponsor sign with company name & item sponsored (Logo's included depending on level)
- Electronic list of Convention attendees prior to convention upon request

**Sponsors attending the convention must also complete an attendee registration form.*

WHY should you become a convention sponsor?

- The IIABSC Annual Convention is the most highly attended event of the year, offering superior sponsorship opportunities that provide sponsors with increased visibility and recognition among a large audience of insurance professionals.
- Sponsors are significant to the event's success. Your sponsorship helps IIABSC in fostering a memorable and valuable experience for all who attend.
- **Your sponsorship and the *experience* it creates will be remembered by attendees and will associate positively with your brand.**
- Sponsors are noticed by our agency members and viewed as a positive support of our association.
- **IIABSC allows sponsors to integrate company giveaways or promotional materials to further engage the audience which helps to connect them with your brand.**
- **High level sponsorships offer greater *quality* and appeal to the masses. Sponsoring at a higher level is an efficient way for your company to gain leverage in developing business relationships.**
- Your sponsorship helps strengthen the quality of IIABSC programs and services to independent insurance agents & brokers in South Carolina.



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Sponsorship Form

Please select the events/ items you would like to sponsor. Complete the form on the reverse side.
Deadline to be listed in convention program is September 16, 2013.

\$3,500 or more

- _____ Awards Banquet Dinner (Monday Evening) **\$4,000**
OR _____(2) co-sponsorships @ **\$2,000 each**
- _____ Awards Banquet Bar (Monday Evening) **\$4,000**
OR _____(2) co-sponsorships @ **\$2,000 each**
- _____ Banquet Entertainment: **Comedian, Jerry Carroll**
(Monday Evening) **\$3,500**

\$2,500 - \$3,250

- _____ Opening Reception Entertainment (Sunday Night) **\$2,500**
OR _____(2) co-sponsorships @ **\$1,250 each**
- _____ Attendee Gifts (with company giveaways inside) **\$2,500**
- _____ Exhibit Hall Cyber Center (Sunday/Monday) **\$3,000**
OR _____(2) co-sponsorships @ **\$1,500 each**

\$1,250 - \$2,250

- _____ Audio Visual Sponsor for Breakout # 1 **\$1,200**
- _____ Audio Visual Sponsor for Breakout # 2 **\$1,200**
- _____ Audio Visual Sponsor for Breakout # 3 **\$1,200**

****AV Sponsorships include sponsor signage AND PowerPoint slide with Company name and logo displayed at the breakout session.**

\$550 - \$1200

- OR _____(2) co-sponsorships @ **\$1,750 each**
- _____ Spouses Program: River Arts District Tour **\$1200**
(Monday)

\$250 - \$500

- _____ Closing Session Door Prize (need 3) **\$250 each**
- _____ First Timer Drawing (Sunday Afternoon in Exhibit Hall) **\$500**
- _____ *Door Prize Breakout Session 2 **\$250**
- _____ *Door Prizes Breakout Session 3 **\$250**
- _____ Golf Tournament Prizes (need 4) **\$250 each**

General Sponsors:

I would like to contribute \$_____ as a General Sponsorship to apply as needed.

*** Door-prize sponsorships are co-sponsorships. Only agency attendees are qualified to receive door prizes.**



Sponsorship Form



Pages 2 and 3 must be completed and returned to IIABSC in order to sponsor the events/ items you prefer

Deadline to be included in the convention program is September 16, 2013.

- Those sponsoring \$2,000 or more will receive a complementary listing in the convention program.
- Sponsors must email a copy of your logo in .jpg, .tif, or .gif format to **Anita Trevino** at atrevino@iiabsc.com **NO LATER THAN** September 16.

\$5,000 or more, full page, grayscale. Measurements: 7.75" X 10.5"
 \$4,000 - \$4,999, half page, grayscale. Measurements: 7.75" X 5.125"
 \$3,000 - \$3,999, quarter page, grayscale. Measurements: 3.75" X 5.125"
 \$2,000 - \$2,999, business card, grayscale. Measurements: 3.75" X 2.5"

Remit Form To:

IIABSC, PO Box 210008, Columbia, SC 29221 or
 Fax (803) 772-6425 or mhuebner@iiabsc.com

Visit our website for additional information & attendee registration:
www.iiabsc.com

Company: _____
 (Please print Company name exactly as it should appear in the event program and on all event materials)

Contact Name: _____

Email Address: _____

Payment Method: Check MasterCard Visa Expiration: ____/____

Card Number: _____

CVV code: _____ Amount Submitted \$ _____

Name on Card (if different from above): _____

Billing Address: _____

Phone: _____ Fax: _____

Email: _____

****Are you exhibiting?** _____ Yes _____ No
 (If you answered YES you must also fill the exhibitor registration form).