

★★ iianc PARTNERS PROGRAM

2025

At IIANC, we don't just respond to change—we lead it. We drive innovation, deliver next-gen solutions, and equip independent agencies to thrive in a dynamic marketplace. Partnering with IIANC means aligning with a powerful force shaping the future of the independent agency channel.

As the fastest-growing Big "I" state association and a leading voice for independent agents nationwide, IIANC offers more than typical membership benefits. We provide a platform for companies to grow alongside an organization redefining agency success.

Our trade show isn't just big—it's the biggest and best, drawing top agents and decision-makers from across North Carolina and beyond. As a 2025 PARTNER, you'll showcase your offerings to a forward-thinking community committed to growth and innovation.

Join us now and be part of the movement transforming the independent agency system. Together, let's build the future of agency success.

HOW WE'RE SHAPING THE FUTURE OF THE INDUSTRY

InsurAcademy

Your Path to a Successful
Insurance Agency Career

InsurAcademy recruits and trains the next generation of insurance agents, ensuring the continuity of the independent agency system.



101 Weston Labs is the first InsurTech accelerator for the independent channel, supporting innovative entrepreneurs in developing technology that enhances independent agencies.

Agency Leaders Executive Retreat

March 16-19, 2025 | Omni Grove Park Inn | Asheville, NC

- Exclusive opportunity to connect with NC's leading agency owners and principals
- Brings together key agency decision makers and company representatives for several days of high-impact learning and networking in a beautiful and relaxing resort environment

9th Annual IIANC Charity Golf Tournament

June 9, 2025 | MacGregor Downs Country Club | Cary, NC

- All proceeds directly benefit a deserving charity chosen by our iLEAD Committee in North Carolina
- Opportunities for sponsorships, tabletop displays, giveaways and good times while raising money for a fantastic cause and networking with agents and peers

InsurEXP025

September 25-26, 2025 | Benton Convention Center | Winston-Salem, NC

- IIANC's most eagerly anticipated annual event featuring the state's largest industry trade show with 125+ exhibiting companies and vendors
- Attracts attendance of more than 750 industry professionals, including 350+ independent agents from across North Carolina

Young Agents Development Conference

Dates & Location TBD | Fall 2025

- Designed to help Young Agents and those new to the industry increase their knowledge and expertise and make the connections that will lead towards future agency leadership
- Offers PARTNERS numerous organic networking opportunities without tying you to an exhibit booth

WANT IN? YOU SHOULD!

Allyson Knott, CMP | aknott@iianc.com | 919-863-6517

PROGRAM BENEFITS AT-A-GLANCE

	CHAIRMAN'S CIRCLE \$20,000	PRESIDENTIAL \$16,500	PLATINUM \$13,500	GOLD \$10,000	SILVER \$7,000	BRONZE \$3,500
ADVOCACY FOR INDEPENDENT AGENTS						
E-newsletter button hyperlinked to company website in the Governmental Affairs "Raleigh Report" (sent during legislative session)	Logo					
Invitation to join the IIANC delegation at the Big "I" National Legislative Conference (limit one representative per company)	★					
NEW Invitation to the 2025 IIANC Legislative BBQ in Raleigh, NC	★	★				
Invitation to local gatherings held throughout NC with IIANC member agents and state legislators	★	★				
VISIBILITY AT IIANC CONFERENCES AND EVENTS						
Exhibit booth at InsurEXPO25, North Carolina's largest industry event	complimentary (\$2,000 value)	complimentary (\$2,000 value)	complimentary (\$2,000 value)	50% discount*	50% discount*	50% discount*
Priority selection of exhibit space location at InsurEXPO25	1st	2nd	3rd	4th	5th	6th
Exclusive "PARTNER Company" exhibitor signage at InsurEXPO25	★	★	★	★	★	★
General recognition at the IIANC Charity Golf Tournament♦	Logo	Logo	Logo	Logo	Name	Name
Complimentary registrations to IIANC events, as specified:	4 to InsurEXPO25 1 to ALER25 1 to YADC25 (up to \$3,000 value)	2 to InsurEXPO25 1 to ALER25 1 to YADC25 (up to \$2,700 value)	2 to InsurEXPO25 1 to YADC25 (up to \$2,100 value)	1 to InsurEXPO25 1 to YADC25 (up to \$1,500 value)	1 to InsurEXPO25 (up to \$900 value)	
Discounted registration rates for all company employees at IIANC events and educational classes	★	★	★	★	★	★
Sponsorship recognition at all IIANC conferences and events	Logo	Logo	Logo	Logo	Name	Name
CONNECT WITH IIANC MEMBER AGENTS						
Exclusive invitation to IIANC Board of Directors Summer Retreat	★	★				
Send marketing email(s) to IIANC member agents at a discounted rate (limits and exclusions apply)	★	★	★	★	★	★
NEW Invitation to 101 Weston Labs meet-ups and events	★	★				
Access/unlimited searches of IIANC members via online directory	★	★	★	★	★	★
Receive a copy of IIANC agency member postal mailing list upon request (limit two per year)	★	★	★	★	★	★
Exclusive opportunity to participate in IIANC Market Finder	★	★	★	★	★	★
Access to agency members-only content on IIANC website	★	★	★	★	★	★
Exclusive rental of IIANC meeting space (subject to availability)	4 complimentary meetings	3 complimentary meetings	2 complimentary meetings	1 complimentary meeting	★	★
EXPOSURE THROUGH PRINT & DIGITAL ADVERTISING						
Hyperlinked, rotating banner advertisement featured on IIANC homepage (iianc.com)	★					
Hyperlinked company logo on IIANC homepage	★	★				
NEW Full page ad placement in the new NC-Specific Storm Events Summary & Analysis Report	★	★	★			
NEW Access to the new NC-Specific Storm Events Summary & Analysis Report and the NC P&C Insurance Marketplace Report	★	★	★	★	★	★
Full page ad placement in the NC P&C Insurance Marketplace Report, made available to all IIANC member agents	★	★				
20% discount off digital advertising rates	★	★	★	★	★	★
Company logo hyperlinked to company website in e-newsletter	IA Connection (Twice monthly)	The "I" on Professional Development (Twice monthly)				
Hyperlink to company website from IIANC's PARTNERS Program page to increase SEO opportunities	Logo	Logo	Logo	Logo	Name	
Opportunity to submit sponsored content for "IA Connection" e-newsletter (sent twice monthly)	1 article	1 article	1 article			
SET YOUR COMPANY APART FROM YOUR COMPETITION						
Sponsorship recognition in IIANC's lobby	Logo	Logo	Logo	Logo	Name	Name
Recognition at all IIANC Board of Directors meetings	★	★	★	★	★	★
Exclusive use of IIANC PARTNER logo	★	★	★	★	★	★

NOTE: ♦Participation in and sponsorship of the IIANC Charity Golf Tournament is separate from the IIANC PARTNERS Program; *All discounts above are representative of standard, non-PARTNER rates

THANK YOU 2024 PARTNERS

CHAIRMAN'S CIRCLE



PRESIDENTIAL



PLATINUM



GOLD



SILVER

AmTrust

Donegal Insurance Group

Fortified

ifinance

IMS (Independent Market Solutions)

BRONZE

AF Group
Alamance Farmers' Mutual Insurance Co.
Allstar Underwriters / Allstar Surety
AMERISAFE
Amynta Work Comp Solutions
Applied Systems
Aspera Insurance Services
Berkshire Hathaway GUARD Insurance
BondExchange
Bums & Wilcox
Central Insurance
Commonwealth Underwriters Ltd.
Congruity HR
Dairyland
EMC Insurance
Encova Insurance
Enterprise Rent-A-Car

Farmers Insurance
FFVA Mutual
First Mutual Insurance Company
Frank Winston Crum Insurance
Frankenmuth
FTP Coastal Beltway Underwriters
Governmental Risk Insurance Plans
Hagerty
Halifax Mutual Insurance Company
Harford Mutual
Hartford Steam Boiler
Hawsoft
Homeowners of America Insurance Company
Hospitality Insurance Company
Hull & Co.
ICW Group
Imperial PFS

Insurance House
Insurance Partners Consortium
Iroquois South
Jenkins Restoration
J.M. Wilson
Key Risk
Keystone
Leavitt Group
Levitate
Live Oak Bank
Main Street America Insurance
Markel
MarshBerry/FirstChoice
MidSouth Insurance Company
NC Grange Mutual Insurance Co.
Normandy Insurance Company
Northwest Farmers Mutual Insurance Co.

Penn National
Philadelphia Insurance Companies
Rocket MGA
Standard Premium Finance Mgmt. Corp.
Strickland Insurance Brokers
Summit Holdings
Synergy Comp
TAPCO Underwriters
The Cincinnati Insurance Company
Total Insurance Plus
Universal North America
USG Insurance Services
Utica National
Wahve, LLC
West Bend Insurance
Westfield
Zenith Insurance Company

PARTNER PLEDGE FORM

Due by January 31, 2025

I want to support my independent agency network!

- Chairman's Circle (\$20,000)** **Presidential (\$16,500)** **Platinum (\$13,500)**
 Gold (\$10,000) **Silver (\$7,000)** **Bronze (\$3,500)**

Company Name: _____

Main Contact Name: _____

If billing contact is different, please provide it here: _____

Company Address: _____

Phone: _____ Email: _____

Company Website: _____

- Included with our PARTNERS Program pledge is a \$1,000 \$500 \$250 \$ _____ contribution to the IIANC Action Fund, to support advocacy efforts on behalf of North Carolina independent insurance agents.**

TOTAL AMOUNT DUE: \$ _____

Payment Information:

- Check (Payable to IIANC) Please invoice me

- Credit Card: _____ Visa _____ MasterCard _____ American Express

Card Number: _____ Sec. Code: _____ Exp. Date: _____

Name on Card: _____ Signature: _____

Billing Address for Card: _____

PARTNERS PROGRAM TERMS AND CONDITIONS:

The PARTNERS Program operates on a calendar year (benefits applicable January 1 – December 31). Commitments must be renewed each year to continue as an IIANC PARTNER and receive corresponding benefits. This contract serves as a binding agreement between your company and the Independent Insurance Agents of North Carolina (IIANC). Your company is responsible for the full, contracted balance, as no cancellations are permitted.

Payment is due at the time this commitment form is returned to IIANC. IIANC must receive this commitment form and complete payment by January 31, 2025 to be included in the 2024 PARTNERS Program and receive applicable benefits. If payment is received after this date, benefits may be adjusted accordingly. Please note, if you choose the "credit card" option, your card will be charged upon IIANC's receipt of this form.

Send commitments via mail: IIANC, PO Box 1165, Cary, NC 27512; fax: 919-882-9881; or email: aknott@iianc.com.

I agree to all terms and conditions outlined in this agreement. (please sign) _____ Date _____