

# ★★ 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](mailto: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
<b>ADVOCACY FOR INDEPENDENT AGENTS</b>						
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	★	★				
<b>VISIBILITY AT IIANC CONFERENCES AND EVENTS</b>						
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
<b>CONNECT WITH IIANC MEMBER AGENTS</b>						
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	★	★
<b>EXPOSURE THROUGH PRINT &amp; DIGITAL ADVERTISING</b>						
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			
<b>SET YOUR COMPANY APART FROM YOUR COMPETITION</b>						
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  
Burns & 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  
Hartford 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  
Levitite  
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!

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> <b>Chairman's Circle (\$20,000)</b> | <input type="checkbox"/> <b>Presidential (\$16,500)</b> | <input type="checkbox"/> <b>Platinum (\$13,500)</b> |
| <input type="checkbox"/> <b>Gold (\$10,000)</b>              | <input type="checkbox"/> <b>Silver (\$7,000)</b>        | <input type="checkbox"/> <b>Bronze (\$3,500)</b>    |

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.**

<b>TOTAL AMOUNT DUE: \$ _____</b>
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### 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](mailto:aknott@iianc.com).

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