



Independent Insurance Agents
& Brokers of South Carolina

2021 IIABSC PALMETTO PARTNERS PROGRAM



Pledge Packet





2021 IIABSC

PALMETTO PARTNERS PROGRAM

The Palmetto Partners program was created as a way to easily support our association and its programs all year long. Participation guarantees high-profile, year-long exposure to IIABSC members with five levels of participation to fit any budget. See inside for details on the benefits of each level of participation.

Questions? Contact Megan Huebner
email mhuebner@iiabsc.com or call 803-731-9463

- **Associate membership included**
- **Advanced priority selection of exhibit space.**
- **Reduced pricing & complementary attendees (varies by level).**
- **Complementary exhibit space included for Diamond, Platinum, Gold and Silver levels**
- **Includes options for virtual/hybrid events**

SUPPORT THE AGENCY DISTRIBUTION SYSTEM:

Your support makes it possible for IIABSC to continue providing quality and affordable events that enhance the professionalism of our members.

\$\$\$ SAVINGS:

The value of the benefits received as an IIABSC Palmetto Partner exceed the cost of the individual benefits.

UNIQUE PERKS:

Most of the perks you receive as a Palmetto Partner are not available to others. Partners are constantly highlighted throughout the year.

FIRST CHOICE:

Palmetto Partners are given priority registration and offered first choice of sponsorships and exhibit booth space at events. Priority begins with Diamond, then Platinum, Gold and so on.

NO HASSLE:

Select all event sponsorships at the beginning of the year, and we promise not to solicit money from you again this year.



"The Palmetto Partners Program has greatly enhanced our Diamond Level sponsorship with IIABSC. We are able to efficiently manage our sponsorship while guaranteeing the best exposure to all of our independent agency partners. The annual savings combined with the exclusive benefits afforded to Palmetto Partners is what really makes this program worthwhile."



Bay Amrhein
SC Marketing Representative
Johnson & Johnson

"Preferred Specialty is a proud supporter of the IIAB-SC. I have built my business through the support of Independent Agents so that's why it's so important to me to actively participate in the Palmetto Partners Program. The IIABSC conventions and educational programs give our company great opportunities to network with our agency partners throughout the year."



Robert H. Sanders, Jr.
CPCU, ASLI
President/Managing Member
Preferred Specialty, LLC

"The added benefits of Palmetto Partner are really paying off because we receive consistent marketing exposure with their valued members who understand professional relationships work both ways. As a Palmetto Partner, we can speak with first hand experience the advantages of new agencies becoming a member as well. If the new agency is willing to invest in this relationship, then we know they are investing in their future and will be a valuable customer for us."



Carol Bond
Underwriter/Marketing Dir.
CRC Group Wholesale & Specialty

"The Palmetto Partners Program has allowed Genesee General to have our name in the spotlight, given primo networking opportunities and gotten us early registration for conventions giving us an edge on prime exhibitor spots. We are allowed sponsoring opportunities for events that otherwise we would not receive. They are wonderful to work with and I look forward to many more years and hopefully bumping Genesee to a higher partner level for increased opportunities!"



Pam Shealy
SC Marketing Rep.
Genesee General

SAVE THE DATES FOR NEXT YEAR'S EVENTS

Spring Conference

March 17–18, 2021

Columbia Metropolitan Convention Center,
Columbia, SC

Young Agents Scholarship Golf

Late April/Early May 2021

Location TBD

Young Agents Conference

Aug. 5–8, 2021

Marriott Resort at Grande Dunes,
Myrtle Beach, SC

Annual Convention

Oct. 17–19, 2021

Westin Resort & Spa, Hilton Head Island, SC

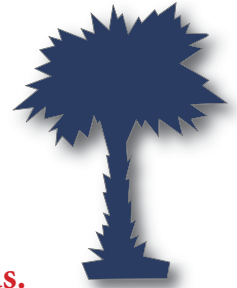
2021 PALMETTO PARTNERS PROGRAM – BENEFITS BY LEVEL

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ELITE LEVEL UPGRADES: Each level of Palmetto Partnership participation has benefits that are included, as well as elite-level benefits you can add-on to enhance your Palmetto Partner experience. Review each level benefits carefully to choose the best promotional opportunity for your company.



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Complete pages 1-5.
Keep pages 1-3 for your records.
Return pages 4 & 5 to IIABSC

- IIABSC complementary items & registrations must be *redeemed* by submitting an online registration for each event.
- Conference registrations do not include hotel accommodations, spouse/guest passes or optional activities.
- **DEADLINES APPLY.** It is the responsibility of the sponsor to meet any associated deadlines for redeeming benefits.

	Diamond \$12,000	Platinum \$10,000	Gold \$8,000	Silver \$5,000	Bronze \$3,000	Upgrade? Circle one
RECOGNITION/MARKETING						
Profile in annual Partner Market Resource Guide	1/2 page (+ logo & photo)	1/4 page (+ logo)	1/4 page	business card size (text only)	business card size (text only)	
Listing on Palmetto Partners Banner displayed at IIABSC events	Logo	Logo	Name	Name	Name	
Top-tier logo sign displayed at IIABSC events	X	X				
Listing on Palmetto Partners Banner displayed in IIABSC Ed Room	Logo	Logo	Name	Name	Name	
Rolling logo on iiabsc.com/partners webpage	X	X				
Listing with hyperlink to your company website from iiabsc.com/partners	X	X	X	X	X	
Listing on Partners page of SC Agent & Broker magazine	X	X	X	X	X	
Listing with hyperlink in Agent News email newsletter	X	X	X	X	X	
10% discount on magazine ad space through Blue Water Publishing	X	X	X	X	X	
Palmetto Partner Spotlight in magazine, website & social media	All 3	All 3	website & social media	website & social media	social media	
MEMBERSHIP						
Associate membership in 2021	X	X	X	X	X	
Optional IIABSC Foundation Contribution	\$____	\$____	\$____	\$____	\$____	yes / no
ADVOCACY/MEMBER AGENTS ACCESS						
Invitation to join IIABSC delegation at Big “I” Legislative Conference in DC (Limit ONE top-level SC representative per company)	X					
IIABSC agency member contacts list (upon request)	X	X	X	X	X	
Serve on IIABSC Committees	X	X	X	X	X	
SPECIAL RECOGNITION						
IIABSC Board meeting sponsorship	X	X				
EDUCATION						
Use of IIABSC Ed Room in Columbia, SC (based on availability)	X	X	X	X	X	
IIABSC General Education seminar sponsorship (session of choice)	X	X	X			



2021 PALMETTO PARTNERS PROGRAM—BENEFITS BY LEVEL, CONT'D

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Complete pages 1-5. Keep pages 1-3 for your records.

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	Diamond \$12,000	Platinum \$10,000	Gold \$8,000	Silver \$5,000	Bronze \$3,000	Upgrade? Circle one
ALL EVENTS						
Advanced priority attendee & exhibitor registration						
Reduced pricing & complementary attendees (by level)						
Two weeks' priority exhibit space selection	1st	2nd	3rd	4th	5th	
Exclusive Partner-identifying exhibitor signage & draping <i>(Spring Conf. & Convention)</i>						
Event sponsor recognition by level						
NEW: Priority access for event sponsorship add-ons (first come, first reserved) <i>Priced by item; offers increased recognition of specific high-profile items during event, on website/ social media, and in program</i>	X	X	X	X	X	
VIRTUAL: Added visibility on virtual tradeshow page, enhanced profile settings	X	X	X	X	X	
SPRING CONFERENCE						
1/2 page ad space in event program <i>(greyscale - in person, full color - virtual)</i>	X					
Ad space in event program <i>(greyscale - in person, full color - virtual)</i>	n/a	1/4 page \$450	bus. card \$300	n/a	n/a	yes / no
Exhibit booth space <i>(Must REGISTER to redeem this benefit)</i>	Double Premium	Premium	Premium	Standard	Discounted	
Full registration <i>(additional exhibitor or company rep attendee)</i>	4	3	3	1	1	
Sponsor private breakfast, lunch or coffee break for one agency of choice <i>(coordinated with sponsor by IIABSC)</i>	\$500 breakfast or lunch, up to 15 ppl	\$1,000 breakfast or lunch, up to 15 ppl	\$1,000 coffee break, up to 15 ppl	n/a	n/a	yes / no
YOUNG AGENT SCHOLARSHIP GOLF						
Full Team Sponsorship <i>(up to 4 players total)</i>	1	1	1			
Premium Hole Sponsorship <i>(can set up at hole if you wish)</i>	X	X				
Signage listing as tournament sponsor	X	X				
YOUNG AGENT CONFERENCE						
Complementary exhibit table top <i>(Must register, first come, first reserved)</i>	X	X				
Reduced cost exhibit table top			X	X	X	
Full Registration as Company Attendee	2	2	1	1		
Sponsored AGENT attendee: Full agent conference registration	1	1	1	1	1	
YOUNG AGENT REGIONAL EVENTS						
Full sponsorship recognition of YA regional event + complementary registration for up to 4 company reps. Bring unlimited marketing materials/promotional items. <i>(YA Committee will execute planning, IIABSC will coordinate details w/ sponsor)</i>	\$1,500	\$1,500	n/a	n/a	n/a	yes / no



2021 PALMETTO PARTNERS PROGRAM—BENEFITS BY LEVEL, CONT'D

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Complete pages 1-5. Keep pages 1-3 for your records.

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	Diamond \$12,000	Platinum \$10,000	Gold \$8,000	Silver \$5,000	Bronze \$3,000	Upgrade? Circle one
ANNUAL CONVENTION						
Ad space in event program (<i>greyscale - in person, full color - virtual</i>)	Full page	1/2 page	1/4 page	business card	business card	
Upgrade ad size in event program (<i>greyscale - in person, full color - virtual</i>)	n/a	Full Page \$200	1/2 Page \$200	1/4 \$200	1/4 \$200	yes / no
Exhibit booth space (<i>Must REGISTER to redeem this benefit</i>)	Double Premium	Premium	Premium	Standard	Discounted	
Full registration (<i>additional exhibitor or company rep attendee</i>)	4	3	3	1	1	
Sponsor private breakfast, lunch or coffee break for one agency of choice (<i>coordinated with sponsor by IIABSC</i>)	\$500 breakfast or lunch, up to 15 ppl	\$1,000 breakfast or lunch, up to 15 ppl	\$1,000 coffee break, up to 15 ppl	n/a	n/a	yes / no

TOTALS

ENTER THE SUM of all Elite Upgrade items here:	\$_____	\$_____	\$_____	\$_____	\$_____
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A NOTE ABOUT VIRTUAL EVENTS:

We are looking forward to returning to in-person events, but in the case where any IIABSC Events move to a virtual space in 2021, we are prepared to provide you with alternate promotional benefits to enhance your online experience. Please note, as with your current benefits, ad sizes, quantities, etc. all vary by level and benefits will be confirmed and communicated prior to each event.

- Digital program (as opposed to printed) with increased online visibility, links to website, and FULL COLOR ad space
- Virtual exhibit space/vendor profiles (vs. in-person booth space) with ample networking & promotional features
- Complimentary attendance to the virtual event
- Opportunities to give limited number of agents complementary attendance
- Sponsor video commercials and/or verbal recognition on live broadcast
- Virtual prize giveaway sponsorship recognition



IIABSC PALMETTO PARTNERS PROGRAM 2021 PLEDGE FORM

(Return this form to IIABSC - instructions below)



Independent Insurance Agents
& Brokers of South Carolina

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Pledge form due by December 30, 2020 • Payment due no later than January 30, 2021

ORGANIZATION NAME: _____

(Print EXACTLY as it should appear on signage/materials)

We want to be a Palmetto Partner at the selected level: ☐ **Diamond** \$12,000 ☐ **Platinum** \$10,000 ☐ **Gold** \$8,000 ☐ **Silver** \$5,000 ☐ **Bronze** \$3,000

CIRCLE "YES" BY YOUR CHOSEN ELITE UPGRADES:	Diamond \$12,000	Platinum \$10,000	Gold \$8,000	Silver \$5,000	Bronze \$3,000	Upgrade?
Optional IIABSC Foundation Contribution (MEMBERSHIP)	\$_____	\$_____	\$_____	\$_____	\$_____	yes / no
Ad space in SPRING CONFERENCE event program	n/a	1/4 page \$450	bus. card \$300	n/a	n/a	yes / no
SPRING CONFERENCE private breakfast, lunch or coffee break for one agency, up to 15 people	\$500 breakfast or lunch	\$1,000 breakfast or lunch	\$1,000 coffee break	n/a	n/a	yes / no
Full sponsorship recognition of YOUNG AGENT REGIONAL EVENT, etc.	\$1,500	\$1,500	n/a	n/a	n/a	yes / no
Upgrade ad size in ANNUAL CONVENTION event program	n/a	Full Page \$200	1/2 Page \$200	1/4 \$200	1/4 \$200	yes / no
ANNUAL CONVENTION private breakfast, lunch or coffee break for one agency, up to 15 people	\$500 breakfast or lunch	\$1,000 breakfast or lunch	\$1,000 coffee break	n/a	n/a	yes / no

TOTALS

CIRCLE your partner level	Diamond \$12,000	Platinum \$10,000	Gold \$8,000	Silver \$5,000	Bronze \$3,000
ENTER THE SUM of all Elite Upgrade items (chosen for your level):	\$_____	\$_____	\$_____	\$_____	\$_____
ENTER TOTAL AMOUNT DUE (Level + Upgrades, under your chosen level):	\$_____	\$_____	\$_____	\$_____	\$_____

Payment Submitted: ☐ Check enclosed ☐ MasterCard ☐ Visa

Card #: _____

Exp. Date _____ CVV code: _____

Signature: _____

Name on Card: _____

Billing Address: _____

Submit complete form & payment to:

Megan Huebner
IIABSC
800 Gracern Rd
Columbia, SC 29210
mhuebner@iiabsc.com



Contact information is very **IMPORTANT!**

The people listed as main contacts are the only ones who will receive Partner correspondence pertaining to event registration schedules, sponsorship, exhibit booth selection, etc. **You must REGISTER to redeem majority of partner benefits.**

Return this form to IIABSC
- instructions below

ORGANIZATION NAME: _____
(Print EXACTLY as it should appear on signage/materials)

Mailing Address: _____
(City/State/Zip)

Street Address: _____
(City/State/Zip)

Website: _____

PALMETTO PARTNER MAIN CONTACT NAME: _____

Mailing Address: _____
(City/State/Zip)

Main Contact Email: _____ Main Contact Phone: _____

Additional PALMETTO PARTNER CONTACT NAME: _____

Mailing Address: _____
(City/State/Zip)

Contact Email: _____ Contact Phone: _____

Additional PALMETTO PARTNER CONTACT NAME: _____

Mailing Address: _____
(City/State/Zip)

Contact Email: _____ Contact Phone: _____

We need your logo!

Please send a vector file to Anita Trevino
(atrevino@iiabsc.com) by January 30.

Pledge form due by December 30, 2020 •

Payment due no later than January 30, 2021

Submit complete form & payment to:

Megan Huebner
IIABSC, 800 Gracern Rd, Columbia, SC 29210
mhuebner@iiabsc.com

