

2025 IIABSC PALMETTO PARTNERS PROGRAM



2025 PLEDGE FORMS

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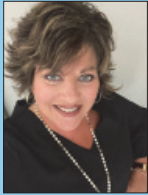
INDEPENDENT INSURANCE AGENTS & BROKERS OF
SOUTH CAROLINA

WHY WE PARTNER:



“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, Vice President of Sales – Southeast Region (NC, SC, VA)
Johnson & Johnson - DIAMOND ELITE PARTNERS



“We get priority registration for events, great advertising for the company with our name in the forefront for conferences and events. But the most important benefit from IIABSC Palmetto Partners is the exposure and networking opportunities with the agencies! Without them, we wouldn't exist, and we seize all opportunities to be with them at events. I encourage agents and companies to get on board and be a part of this association that contributes so much to our livelihoods in this industry!”

Pam Shealy, Senior Business Development Manager – Southeast Region
Jencap Insurance Services - DIAMOND ELITE PARTNERS



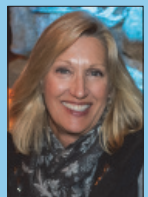
“Preferred Specialty is a proud supporter of the IIABSC. I have built my business through the support of Independent Agents so that's why it's so important to me to actively participate in the Palmetto Partners Program. The IIABSC conventions and educational programs give our company great opportunities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

Robert H. Sanders, Jr. CPCU, ASLI, Founder/President
Preferred Specialty, LLC - PLATINUM PARTNERS



“Sponsorship is one small way we can show our support for IIABSC members, and it comes with amazing benefits. It allows us early exhibitor registration for conferences while also lowering our exhibitor costs through complimentary registration for additional team members. Prominent name and logo placement on materials distributed to members and on the web-site has generated greater visibility and networking opportunities for CRC while highlighting our valued relationship with IIABSC members. Being a Palmetto Partner is an easy and rewarding choice.”

Julie Wagoner, Underwriter/Marketing Dir.
CRC Group Wholesale & Specialty | GOLD PARTNERS



“By becoming a Palmetto Partner, we feel that we are truly showing our support to the Association for all they have done for us as a Company. And being a Palmetto Partner has many perks! One perk that is most important to us is knowing that we will be able to secure an exhibit booth at conventions, and it will be in the space that we chose as well as we are able to include additional people to attend due to the savings of being a Palmetto Partner. I would highly recommend considering being a Palmetto Partner and showing your support to our Association that has done so much for all of us!”

Mary Ellen Lackey, Territory Manager– South Carolina
Southern Trust & Southern Specialty Underwriters | GOLD PARTNERS

ABOUT THE PROGRAM:

Our Palmetto Partners Program is comprised of an elite group who support the independent agency system and our association at the highest levels. Our Partners are committed to the mission to help independent agencies grow, innovate and thrive, and WE are committed to offering our Partners the most value possible in return. Participation guarantees your company high-profile, yearlong exposure with six levels of participation to fit your marketing goals and budget.

MORE ABOUT US:

As the premier association for independent agents, IIABSC is one of the most powerful voices for independent agents. We support and advocate for independent agents, enhancing their influence statewide by promoting key legislation, providing resources for industry knowledge, training and education, business and technology solutions, professional networking and market resources. IIABSC is proud to host some of the largest and most exciting insurance events and conferences within our state.

We continue to see growth in agency memberships, expand our footprint and strengthen relationships with key industry leaders— and our partners are a key part of that success! Contributions received from our Partners directly support and enhance the quality of our events and ensure affordable access to agents. In return, IIABSC Palmetto Partners receive year-round recognition and increased brand awareness and visibility of your company to our agency members.

Partners receive exclusive access to IIABSC agency member listings & contact information in excel format, priority access to IIABSC events, early reservation of exhibit space, sponsorships and so much more. Priority is given in order by level, starting at the very top with our Diamond Elite Partners all the way down. The value provided from the exclusive benefits, recognition, and priority access far exceeds the actual cost of partnership.

We look forward to welcoming & recognizing our 2025 South Carolina Palmetto Partners!

2025 PALMETTO PARTNERS PROGRAM – BENEFITS BY LEVEL



- Priority access and benefit redemption is confirmed in order by level, starting with our Diamond Elite Partners. All benefits vary by level outlined in the benefits chart.
- IIABSC will send out courtesy reminders of dates, deadlines and benefits prior to each event including exclusive sponsorship offers.
- **DEADLINES APPLY.** It is the responsibility of the sponsor to meet any associated deadlines for redeeming benefits.
- An online registration is required for each event to confirm your attendance and redeem benefits. Benefits cannot be substituted, transferred between events or credited to future years.
- Conference registrations do not include hotel accommodations, spouse/guest passes or optional activities.

	Diamond Elite \$14,000	Diamond \$12,500	Platinum \$10,500	Gold \$8,500	Silver \$5,500	Bronze \$3,500
SPECIAL RECOGNITION/MARKETING						
Market Resource Guide Profile sent to agency membership	1/2 page (+ logo & photo)	1/2 page (+ logo & photo)	1/4 page (+ logo)	1/4 page (text only)	business card size (text only)	business card size (text only)
Prominent year-long recognition on marketing materials (print and digital), website, social platforms, event signage & banners.	Large Logo	Logo	Logo	Name	Name	Name
Top-tier logo sign displayed at IIABSC events & education sessions	X	X	X			
Rolling logo on iiabsc.com/partners webpage	X	X	X			
Listing with hyperlink to your company website from iiabsc.com/partners	X	X	X	X	X	X
Listing on Partners page of SC Agent & Broker magazine	X	X	X	X	X	X
Listing with hyperlink in Agent News email newsletter	Logo	Name	Name	Name	Name	Name
10% discount on magazine ad space through Naylor Association Solutions	X	X	X	X	X	X
ADVOCACY/MEMBER AGENTS ACCESS						
Option to join IIABSC delegation at Big “I” Legislative Conference in DC or to attend a Young Agent legislative gathering when hosted. <i>(Limit ONE top-level SC representative per company. Partner will arrange & pay related registration, travel & expenses)</i>	X	X				
IIABSC agency member contacts list <i>(upon request)</i>	Excel	Excel	Excel	PDF	PDF	PDF
Priority option to serve on IIABSC Committees	X	X	X	X	X	X
Use of IIABSC Ed Room in Columbia, SC for hosting meetings/trainings <i>(based on availability)</i>	X	X	X	X	X	X
ALL EVENTS						
Advanced priority attendee & exhibitor registration/space selection at reduced pricing w/ complementary attendees <i>(access granted in order by level)</i>	1st	2nd	3rd	4th	5th	6th
Extra sponsorship recognition of IIABSC’s choice with company logo to increase visibility	X					
First right of refusal on any previously sponsored additional/enhanced sponsorships	X					
25 drink tickets (max per company/ per event) will be provided to be used during the event IF a ticketed bar(s) is provided	X					
Specialty local food offering provided to increase traffic/recognition during networking breaks at event of IIABSC’s choice.	X					
Top Level Partner highlights signage displayed at events <i>(Top 5 things you want agents to know about your company)</i>	X	X	X			
Priority access for enhanced event sponsorship add-ons <i>(first come, first reserved)</i> <i>Priced by item; offers increased recognition of specific high-profile items during event.</i>	1st	2nd	3rd			

2025 PALMETTO PARTNERS PROGRAM

—BENEFITS BY LEVEL, CONT'D

	Diamond Elite \$14,000	Diamond \$12,500	Platinum \$10,500	Gold \$8,500	Silver \$5,500	Bronze \$3,500
ALL EVENTS - continued						
Two weeks' priority exhibit space selection	1st	2nd	3rd	4th	5th	6th
Exclusive Partner-identifying exhibitor signage & draping for increased visibility	X	X	X	X	X	X
SPRING CONFERENCE						
1/2 page ad space in event program (<i>greyscale</i>)	X	X				
Ad space in event program (<i>greyscale</i>)	n/a	n/a	1/4 page \$450	bus. card \$300	n/a	n/a
Exhibit booth space (<i>Must REGISTER to redeem this benefit</i>)	Double Premium	Double Standard	Premium	Premium	Standard	Discounted
Full registration (<i>additional exhibitor or company rep attendee</i>)	4	4	3	3	1	1
Sponsored YOUNG AGENT attendee: Full agent conference registration.	2	1	1	1	1	1
EMPOWERHER WOMEN'S CONFERENCE						
Premiere Event Sponsors	X					
Sponsor recognition in event program.	LOGO	Listing	Listing	Listing		
Complementary Full Registration as Company Attendee	1	1				
Discounted Full Registration as Company Attendee			50% off	50% off	discounted	discounted
YOUNG AGENT SCHOLARSHIP GOLF						
Full Team Sponsorship (<i>up to 4 players total, must REGISTER by the deadline</i>)	X	X	X	X		
Premium Hole Sponsorship (<i>can set up at hole if you wish</i>)	X	X	X			
Recognition as tournament sponsor	X	X	X			
YOUNG AGENT CONFERENCE						
Complimentary DOUBLE exhibit table top (<i>Must register, first come, first reserved</i>)	X					
Complimentary exhibit table top (<i>Must register, first come, first reserved</i>)		X	X			
Reduced cost exhibit table top (<i>based on availability</i>)				X	X	X
Complementary Full Registration as Company Attendee	3	2	2	1	1	
Sponsored YOUNG AGENT attendee: Full agent conference registration.	2	1	1	1	1	1
ANNUAL CONVENTION						
Ad space in event program (<i>greyscale</i>)	Full page	Full page	1/2 page	1/4 page	business card	business card
Upgrade ad space in event program (<i>greyscale</i>)	n/a	n/a	Full Page \$200	1/2 Page \$200	1/4 \$200	1/4 \$200
Exhibit booth space (<i>Must REGISTER to redeem this benefit</i>)	Double Premium	Double Standard	Premium	Premium	Standard	Discounted
Full registration (<i>additional exhibitor or company rep attendee</i>)	4	4	3	3	1	1
Sponsored YOUNG AGENT attendee: Full agent conference registration.	2	1	1	1	1	1
Added visibility on virtual tradeshow page with enhanced profile settings	X	X	X	X	X	X

IIABSC PALMETTO PARTNERS PROGRAM 2025 PLEDGE FORM



Pledge form due by December 30, 2024 • Payment due no later than January 30, 2025

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

We want to be a Palmetto Partner at the selected level:

☐ **Diamond Elite** \$14,000 ☐ **Diamond** \$12,500 ☐ **Platinum** \$10,500 ☐ **Gold** \$8,500 ☐ **Silver** \$5,500 ☐ **Bronze** \$3,500

CIRCLE YOUR CHOSEN UPGRADES:

	Platinum	Gold	Silver	Bronze
Upgrade ad space in SPRING CONFERENCE event program	1/4 page \$450	bus. card \$300	n/a	n/a
Upgrade ad space in ANNUAL CONVENTION event program	Full Page \$200	1/2 Page \$200	1/4 \$200	1/4 \$200

TOTALS

	Platinum	Gold	Silver	Bronze
ENTER THE SUM of all Upgrade items (chosen for your level):	\$ _____	\$ _____	\$ _____	\$ _____

ENTER OVERALL TOTAL AMOUNT DUE

(Level + Upgrades total): \$ _____

Payment Submitted: ☐ Check enclosed ☐ MasterCard ☐ Visa ☐ AMEX

Card #: _____

Exp. Date _____ CVV code: _____

If paying by credit card, pick a processing date: ☐ Before Dec. 30 ☐ After Jan. 1

Signature: _____

Name on Card: _____

Billing Address: _____

Submit complete form & payment to:

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

IIABSC PALMETTO PARTNERS PROGRAM - 2025 PLEDGE FORM



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.**

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: _____

KEY DECISION MAKER NAME*: _____

Contact Email: _____

**For membership record-keeping purposes. If there are more than one, please attach names & email addresses separately*

We need your logo!

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

Submit complete form & payment to:

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

Pledge form due by December 30, 2024 •
Payment due no later than January 30, 2025

2025 IIABSC EVENTS:

March 26–27 • SPRING CONFERENCE

Columbia Metropolitan Convention Center, Columbia, SC

April TBD • YA GOLF TOURNAMENT

Orangeburg Country Club, Orangeburg, SC

TBD • EMPOWER HER WOMEN'S CONFERENCE

Location TBD

August 21–23 • YA CONFERENCE

The DeSoto Hotel, Savannah, Ga.

October 12–14 • ANNUAL CONVENTION

Westin Resort & Spa, Hilton Head Island, SC

MARKETING & PROMOTIONAL BENEFITS:

LOGO USAGE:

We need your logo for promotion and publicized appreciation of your support throughout the year. We request your company's full-color logo in a vector format. Send to atrevino@iiabsc.com along with any branding guidelines or specific requirements for use.

PARTNER GUIDE PROFILE:

Each year we print a book listing each of our Palmetto Partners by level that includes contact info for each company as well as a brief list of markets and whether they are currently seeking new agencies for appointments.

Diamond Elite, Diamond and Platinum Partners' logos are included in their profile with the option for a longer company description. We have a secure online survey to submit your profile information, which is sent by email to all listed Palmetto Partner Contacts. *If renewing Partners do not submit an updated profile by the deadline, we will automatically reprint the previous year's profile.*

EVENT PROGRAM AD SPACE:

All levels include some form of event program ad space. You must claim your space with each event and provide the graphics by sending to: atrevino@iiabsc.com.

All event program ads are printed in greyscale and should be high resolution files at 300 dpi or higher. JPG, TIF or PDF files accepted.

AD SIZES:

- **FULL-PAGE** - 7.5 in x 9.75 in with bleeds
- **HALF-PAGE** - 7.5 in x 4.875 in with bleeds
- **QUARTER-PAGE** - 3.5 in x 4.625 in
- **BUSINESS CARD** - 3.5 in x 2 in

Diamond Elite — Spring Conference: half-page.
Annual Convention: full-page.

Diamond — Spring Conference: half-page.
Annual Convention: full-page.

Platinum — Annual Convention: half-page
with upgrade options.

Gold — Annual Convention: quarter-page
with upgrade options.

Silver — Annual Convention: business-card size
with upgrade options.

Bronze — Annual Convention: business-card size
with upgrade options.

Thank you, IIABSC PALMETTO PARTNERS



Diamond ELITE



Johnson & Johnson
The Experience of the Past with a Vision for the Future



IIABSC Agency, Inc.

Diamond



**NATIONAL
GENERAL**
an Allstate company



Swiss Re
Corporate Solutions

Platinum



South Carolina



Jackson Sumner & Associates



Gold

Allied Trust Insurance Company
CRC Group Wholesale and Specialty
First Benefits Insurance Mutual
Heritage Insurance
Orion180 Ins. Services, LLC
Risk Placement Services
Slide
Southern Trust
& Southern Specialty Underwriters

Silver

AFCO Direct
Allstar Underwriters
/ Allstar Surety
AmTrust
Assure Alliance
Berkshire Hathaway
GUARD Ins. Companies
Builders
Capital Premium Financing
FORTIFIED
Frank Winston Crum Ins.
Frontline Insurance
Harford Mutual Ins Group

ICW Group
Imperial PFS
MidSouth Insurance Co.
The National Security Group
Openly Insurance
Peoples Premium Finance
Progressive Insurance
Risk Advisor
Standard Premium Finance
TypTap Insurance Company
United Midwest Savings Bank
Universal Property
& Casualty Insurance Co.
Zenith Insurance Company

Bronze

AF Group
American Integrity
AMERISAFE
Auto-Owners Insurance
Bass Underwriters
Berkley Southeast Ins. Group
Bridge Specialty Group
Burns & Wilcox
Centauri Insurance
Central Insurance Companies
Donegal Insurance Group
Frankenmuth Insurance
J.M. Wilson

Main Street America Insurance
Markel
Omaha National
Penn National Insurance
Selective Insurance Co. of America
Southern Insurance Underwriters
Synergy Comp Insurance Co.
System Search
TAPCO Underwriters, Inc.
Travelers Insurance
Universal North America
Utica National Insurance Group

10+ year Palmetto Partner recognition:

THANK YOU FOR YOUR LOYAL SUPPORT FOR MORE THAN A DECADE!

Accident Fund Insurance Co. of America
AFCO Direct
AMERISAFE
Auto-Owners Insurance Company
Central Insurance Companies
CRC Group Wholesale & Specialty
Frontline Insurance
Jackson, Sumner & Associates
Jencap
JM Wilson
Johnson & Johnson, Inc.
Imperial PFS - Premium Financing

Main Street America Insurance
Mid-Continent Group
The National Security Group
Penn National Insurance
Preferred Specialty, LLC
Progressive Insurance
Risk Placement Services
Safeco/Liberty Mutual BI/State Auto Ins. Co.
Southern Insurance Underwriters
TAPCO Underwriters, Inc.
Travelers



Special thanks to
Johnson & Johnson
The Experience of the Past with a Vision for the Future

*for 14+ years
at the top partnership level*