

# > 2025

## PARTNER IN PROGRESS PROGRAM GUIDE

*Connecting Georgia agencies and  
company partners since 1897.*



Independent Insurance Agents of Georgia, Inc.

# THE POWER OF PARTNERSHIP

## EXPAND YOUR REACH

IIAG's Partner In Progress program strengthens your company through the power of collaboration and relationship-building, offering tailored marketing opportunities to connect you with Georgia's independent agents. With our tiered partnership options, you'll gain the visibility and engagement that suits your goals, ensuring maximized, year-round exposure to our member agencies across the state.

Your investment as a Partner in Progress is a commitment to the growth and sustainability of the independent agent industry. Together, we can **support, promote and grow** the independent insurance system in Georgia for years to come.

## SUPPORT. PROMOTE. GROW.



### SUPPORTING OUR INDUSTRY

Our lobbyist works on bills that impact our industry on both the agent & carrier side of the business



### PROMOTING OUR PARTNERS

Your partnership guarantees year-long, high-profile exposure to IIAG member agents



### GROWING OUR MEMBER AGENCIES

Together with our partners, IIAG provides valuable tools such as market access, education, & resources



## OUR COMMUNITY

Member Agencies

> 500

Member Agents

> 4,500

Young Agents

> 900

Convention Attendees

> 450

Monthly Website Visits

> 2,000

Facebook Fans

> 2.1k

LinkedIn Followers

> 1.7k

Email Subscribers

> 5.2k

Magazine Recipients

> 4,700

Event/Webinar Attendees

> 1,500

## PARTNERS IN PROGRESS

Let's talk partnership!

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# ASSOCIATION EVENTS 2025

— GET CONNECTED

## YAC SALES & LEADERSHIP CONFERENCE

**Event Date:** February 5-7, 2025

**Location:** Athens, GA

## PAST PRESIDENTS & BOARD OF DIRECTORS SPRING RETREAT

**Event Date:** Feb 27-March 1, 2025

**Location:** Jekyll Island, GA

◆ *Diamond Partners Only*

## WILL WESTON IV YAC GOLF CLASSIC

**Event Date:** March 27, 2025

**Location:** Savannah Country Club

## BIG "I" LEGISLATIVE CONFERENCE

**Event Date:** April 30-May 2, 2025

**Location:** Washington, D.C.

## IIAG ANNUAL CONVENTION

**Event Date:** June 5-8, 2025

**Location:** Amelia Island, FL

## CONNECT FALL EXPO

**Event Date:** October 15-17, 2025

**Location:** Athens, GA

➤ *Renew partnership by January 15, 2025 to attend upcoming events!* ◀

**1,100+**  
**ANNUAL**  
**EVENT ATTENDEES**



**YAC GOLF TOURNAMENT 2023**

*Amwins, partner since 2019*



**ANNUAL CONVENTION 2022**

*Builders, partner since 2011*



**CONNECT FALL EXPO 2022**

*UBIC, partner since 2015*



**ANNUAL CONVENTION 2024**

*Southern Trust, partner since 2011*

*Did You Know?* Diamond Partners receive special event perks such as invitations to our Keynote Meet & Greet, priority booth selection, speaking opportunities, and logo placement throughout the event!

# PARTNER PROGRAM 2025

## — BENEFITS

RECOGNITION & ADVERTISING	Diamond \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,000
Listing on IIAG Partner in Progress webpage	Logo & Link	Logo & Link	Name & Link	Name Only
Partner Listing in each issue of IIAG Magazine	●	●	●	●
Recognition on IIAG homepage rotating banner	●			
IIAG newsletter advertisements (5,000+ subscribers)	6x	5x	4x	3x
Young Agent newsletter advertisements (1,000+ subscribers)	●	●	●	
Opportunity to place Shared Content in newsletter	●	●	●	
Recognition on weekly banner ad in IIAG Newsletter	●			
Recognition as Partner at IIAG events	Logo	Logo	Logo	Name Only
Company spotlight in IIAG Magazine	●			
Promotion of Partner webinars	●	●	●	
Opportunity to host webinar with IIAG	●	●		
<b>NEW!</b> Company listing on Georgia Marketplace Report	Logo	Logo	Name Only	Name Only
ACCESS & INFORMATION				
Exclusive use of IIAG Logo	●	●	●	●
Access to IIAG Member List upon request	●	●		
Events Attendee List upon request	Full List	Full List	Full List	Agency Name Only
Invitation to join IIAG Board and leadership at select meetings	●			
Access to Annual Georgia Marketplace Reports	●	●	●	●
Opportunity to serve on Partner in Progress Committee	●	●		
Subscription to IIAG's member mailings & email newsletter	●	●	●	●
Subscription to IIAG's Dec Page Quarterly Magazine	●	●	●	●
ADVOCACY				
Invitation to Big 'I' Legislative Conference in D.C.	1 Registration	Member Price	Member Price	Member Price
Invitation to IIAG Legislative Day at the Georgia Capitol	●	●	●	●
<b>NEW!</b> Invitation to attend IIAG Legislative Luncheon	●			

Benefits continued on next page....

# PARTNER PROGRAM 2025

## — BENEFITS

EVENTS	Diamond \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,000
Recognition as Partner at IIAG Events	●	●	●	●
Logo displayed on specialty event banner	●	●		
Podium time at select events through agent prize drawings	●			
Invitation to VIP event receptions with Board of Directors	●	●		
Premium sponsorship at Annual Meeting & Fall Expo	●	●		
Recognition on event Partner In Progress slideshow	Logo	Logo	Name Only	Name Only
Logo featured on event table tents	●			
Annual Convention booth and 1 attendee	●	●	Member Price	Member Price
Annual Convention additional attendees	2 Attendees	1 Attendee	1 Attendee	Member Price
Priority selection of booth at Annual Convention & Fall Expo	1st	2nd	3rd	Assigned
Fall Expo booth and 1 attendee <i>(booth subject to availability)</i>	●	●	●	Member Price
Opportunity to invite complimentary agency guest to Fall Expo	●	●		
Invitation to attend IIAG Spring Board Retreat	●			
Exhibitor Logo featured on event webpage & social media	Logo & Link	Logo & Link	Logo & Link	Logo

## YOUNG AGENTS (YAC)

Recognition of Sponsor at YAC Sales & Leadership Conference	Logo	Logo	Name Only	Name Only
Invitation to attend YAC Sales & Leadership Conference	●	●	●	●
Priority given to be a YAC Board of Directors company liaison	●			
Invitation to participate in YAC Roundtable	●	●		

## ADDITIONAL SPONSORSHIPS

Throughout the year, IIAG has additional sponsorship opportunities available for our partners. These opportunities are on a first come first serve basis. Please contact us for additional details or pricing.

### Annual Convention (June 6-8)

Opening Reception Sponsor  
Band Sponsor  
Friday Dinner Sponsor

### YAC Cornhole Tournament (June 6)

*at IIAG Annual Convention*  
Open Bar Sponsor

### YAC Charity Golf Tournament (March 27)

Over 50 Sponsorships Available!

### YAC Wine Toss (June 6)

*at IIAG Annual Convention*  
Bottle(s) of Wine Sponsor

### IIAG Legislative Luncheon (TBD)

Lunch Sponsor

# ADDITIONAL INFORMATION

## — FREQUENTLY ASKED QUESTIONS

### Can I upgrade partner levels at any time?

Yes! You can upgrade your partner level at any time during the year if you decide to take advantage of additional benefits. Please contact us for details!

### What is considered shared content?

Any article or blog written by or about the partner, or any relevant insurance topic can be shared in our News Brief. Examples include: Partner webinars, events, important policy changes, insurance industry updates, etc. Readers should feel that the article is educational, rather than an advertisement.

### What is required to submit shared content?

- Link to the full article/ event info/ blog on published site
- Photo/header 600 pixels wide x 600 pixels tall (or we will use a relevant stock image)
- If the material is time sensitive, for example an upcoming webinar or event, please let us know so we can make sure the information is shared prior to the event

### What is required to submit a News Brief advertisement?

- Size: 600 pixels wide x 600 pixels tall
- Resolution - 72 pixels per inch or higher
- Format - .png or .jpg
- A link to the company website/ landing page for the advertisement

### Do you have examples of News Brief advertisement?

You can view examples of News Brief advertisements by visiting [www.iiag.org/news/](http://www.iiag.org/news/) and clicking on a past publication. News Brief ads are published below the articles in our weekly newsletter.

### When can I expect to see my advertisements?

Once you send us an advertisement, we will build it into our content calendar. Typically, the ad will be run within the next few weeks in the weekly News Brief. Our YAC-YAK (Young Agent Newsletter) goes out quarterly. The amount of times the ad is run depends on when the ad is received during the partner year and partnership level. Typically, the ad is utilized more frequently than listed in the Partner Program Brochure.

### Who will see my ads and shared content?

The News Brief is delivered weekly to over 5,000 IIAG members & partners in the state of Georgia. This list includes agency principles, producers, young agents, brokers, marketing representatives, as well as other member/partner staff and those involved in the independent insurance community.

### How can I advertise in the IIAG Magazine, DEC Page Quarterly?

Our quarterly magazine is run by Naylor and offers exclusive print & digital advertising opportunities to our partners! For more information visit [www.officialmediaguide.com/iig/](http://www.officialmediaguide.com/iig/)

### Who can I contact if I still have questions?

For questions regarding our Partner Program or Partner Benefits, please contact:

For questions regarding Partner marketing or advertising opportunities, please contact:



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# THANK YOU 2024 PARTNERS

## DIAMOND PARTNERS



## SILVER PARTNERS

Acuity  
AmTrust North America  
Assure Alliance  
Bold Penguin

Enterprise Holdings  
GAIN  
Georgia Underwriting Assoc.  
Hagerty

Insurance House  
Utica National

## BRONZE PARTNERS

Agency Performance Partners  
American Property Casualty Ins. Assoc.  
AmWins Access  
Amsoft  
Amynta Work Comp Solutions  
Apex Insurance Service  
Aspera  
Auto-Owners  
Bailey Special Risks (BSR)  
BerkleyAspire  
BerkleyNet  
Berkley Southeast  
Berkshire Hathaway GUARD  
Capital Premium Financing  
Central Insurance Companies  
Chubb  
Columbia Insurance Group  
Cover Desk  
CRC  
DealerPlus Insurance  
Donegal Insurance Group

EMC Insurance Companies  
Encova Insurance  
FCCI Insurance Group  
FFVA Mutual  
Frankenmuth Insurance  
Frontline Insurance  
Forestry Mutual  
gotoPremiumFinance  
Grange Insurance  
Hall, Bloch, Garland and Meyer  
Hall, Booth, Smith  
Hanover Insurance Group  
Harford Mutual Insurance Group  
Hawksoft  
Ideal Traits  
Insurance Program Managers Group  
InsurBanc  
Iriquois  
J.M. Wilson  
Jackson Sumner & Associates  
JIMCOR Agencies

Key Risk  
Main Street America Group  
McNeil and Company  
Mercury Insurance  
National Partners  
Nationwide  
Normandy Insurance  
Openly Insurance  
Orchid Insurance  
Pennsylvania Lumberman's Mutual  
Philadelphia Insurance  
RLI  
RPS  
RT Specialty  
Rainbow MGA Insurance  
Renaissance Alliance  
Selective Insurance  
Service Guarantee & Surety  
Society Insurance  
Southeast Personnel Leasing  
Southern Insurance Underwriters

Southeast Premium Underwriters  
Southeastern Network Agencies  
Stonetrust Workers' Compensation  
Strategic Comp  
Strickland General Agency  
TAPCO Underwriters  
Travelers  
TypTap Insurance  
US Premium Finance  
WAHVE  
Westfield Insurance  
WINS Risk  
Wright Flood  
XS Brokers Insurance Agency, Inc.  
The Zenith Insurance Company