2021

NAMIC® AGRICULTURAL RISK INSPECTION SCHOOL

SPONSORSHIP OPPORTUNITIES

August 3-5, 2021 | Virtual

NAMIC®
NATIONAL ASSOCIATION OF MUTUAL INSURANCE COMPANIES
SHAPING OUR MUTUAL FUTURE®

AGRICULTURAL RISK INSPECTION SCHOOL:

Agricultural Risk Inspection School is an intensive two-and-a-half-day program for loss control specialists, underwriters, managers, and supervisors. Both fundamental and advanced topics are offered to meet the varying educational needs of those working in loss control. The highlight of the school is the Farm Learning Lab, where attendees go through a hands-on inspection of an area farm. As a long-standing successful annual event, this Ag Risk offers attendees the chance to learn and connect during informative and interactive educational sessions.

NAMIC AT A GLANCE

1,400+ property/casualty insurance company members
53 percent of the auto insurance market
66 percent of the homeowners insurance market
30 percent of the business insurance market
$313 billion in premiums

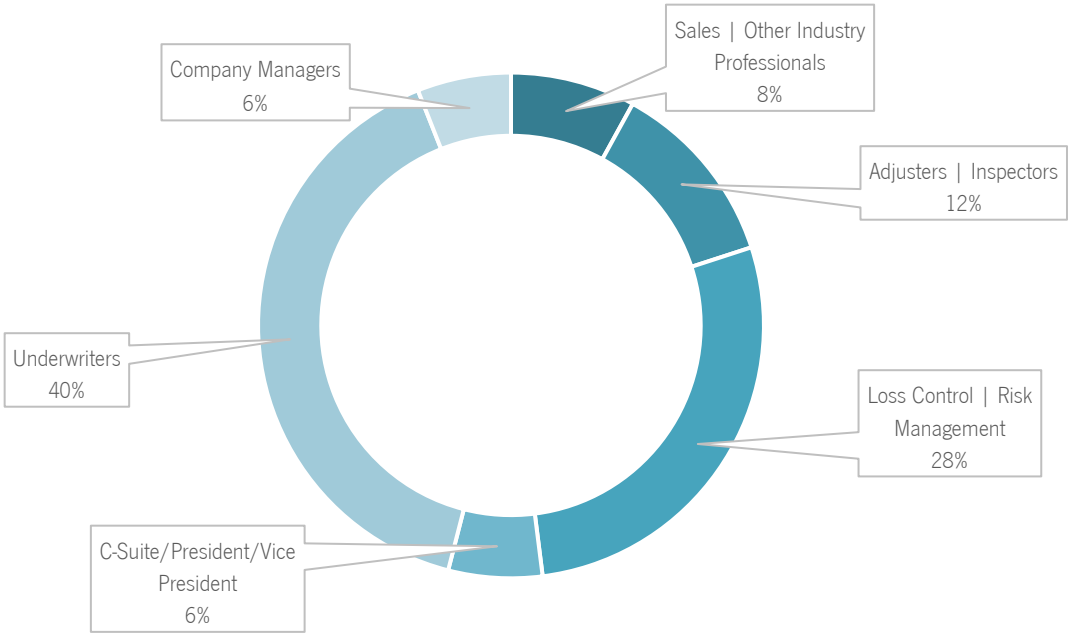
Target Audience:

Loss Control Specialists, Underwriters, Managers/Supervisors, Company Managers

Projected Attendance (based on pre-COVID-19 event statistics):

110

Conference Attendees by Title



For more information on any marketing opportunities outlined in this prospectus, please contact:
Aaron D. Lifford, Account Director – Sponsorship & Advertising, at alifford@namic.org or 317.876.4255

Prices valid for sponsorships confirmed by May 31, 2021. Prices may increase by 20 percent after May 31.

VIRTUAL EVENT SPONSORSHIPS

Virtual Agricultural Risk Inspection School Corporate Sponsor + Showcase Booth*

$12,500 | 5 Available

- Identified as a Corporate Sponsor which includes:
  - Sponsor recognition included in all e-promos for the event (deadlines apply)
  - Opportunity to provide a banner graphic to be included in the virtual platform. The banner can be hyperlinked to a website of the sponsor's choice
  - Verbal recognition from NAMIC leadership during the event thanking you for your support as a sponsor (deadlines apply)
  - Opportunity to provide a video to be included within the virtual event agenda which attendees can access on-demand
  - Opportunity to submit a concurrent session speaker proposal to be included in the virtual event (subject to NAMIC review and approval). Company logo included on-screen during the session
- Advance copy of the attendee list with contact information provided at 30 and 15 days prior to the event
- Logo included on a sponsorship recognition slide used within the event (deadlines apply)
- Sponsor recognition included in pre-conference email sent to all attendees (deadlines apply)
- Opportunity to submit a flyer/whitepaper to be included on the event materials page
- Gamification opportunity to boost attendee interaction with one trivia question which can be used to encourage attendees to visit your sponsor showcase, view materials, or interact with staff
- Virtual sponsor showcase opportunity (virtual exhibit) provided for the conference, which includes:
  - Opportunity to provide a company logo and description for the booth
  - Ability to upload brochures, video links, and URLs to showcase your company
  - Uploaded videos displayed in a video gallery within your booth
  - Uploaded PDF files and video links displayed in a resource gallery for attendees to view
  - Attendees will have access to uploaded documents and company descriptions throughout the event
  - Ability to video conference with booth visitors with screen sharing option within video chats for collaboration
- Opportunity to give one prize away during the event. Sponsor will be verbally recognized when the winner is announced. NAMIC will select the winner from all event attendees. Sponsor is responsible for providing and distributing the prize (prize subject to NAMIC approval)
- Includes one registration to the virtual event. Any additional staff will need to register at the sponsor/member rate.

**Please note: All sponsors within this level will be placed in alphabetical order when in print or verbally recognized.*

Virtual Agricultural Risk Inspection School Leading Sponsor + Showcase Booth*

$5,000

- Advance copy of the attendee list with contact information provided at 30 and 15 days prior to the event
- Logo included on a sponsorship recognition slide used within the event (deadlines apply)
- Sponsor recognition included in pre-conference email sent to all attendees (deadlines apply)
- Opportunity to submit a flyer/whitepaper to be included on the event materials page
- Gamification opportunity to boost attendee interaction with one trivia question which can be used to encourage attendees to visit your sponsor showcase, view materials, or interact with staff
- Virtual sponsor showcase opportunity (virtual exhibit) provided for the conference, which includes:
    - Opportunity to provide a company logo and description for the booth
    - Ability to upload brochures, video links, and URLs to showcase your company
    - Uploaded videos displayed in a video gallery within your booth
    - Uploaded PDF files and video links displayed in a resource gallery for attendees to view
    - Attendees will have access to uploaded documents and company descriptions throughout the event
    - Ability to video conference with booth visitors with screen sharing option within video chats for collaboration
- Includes one registration to the virtual event. Any additional staff will need to register at the sponsor/member rate.

**Please note: All sponsors within this level will be placed in alphabetical order when in print or verbally recognized.*

Virtual Agricultural Risk Inspection School Supporting Sponsor*

$2,500

- Advance copy of the attendee list with contact information provided at 30 and 15 days prior to the event
- Logo included on a sponsorship recognition slide used within the event (deadlines apply)
- Sponsor recognition included in pre-conference email sent to all attendees (deadlines apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorship does not include registration

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Add-On Opportunity: Session Logo Sponsorship

$1,000 | Quantities Limited

- Sponsor logo included on the virtual platform during one concurrent session (subject to NAMIC approval and placement)
- Session logo sponsorship is only available to sponsors of the event
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorship does not include registration

OTHER WAYS TO GET INVOLVED WITH NAMIC

IN Magazine Advertising

$3,600

IN is available in print and digital formats. The print version mails quarterly to more than 2,200 mutual property/casualty professionals and NAMIC member company decision-makers. *IN's* digital format is accessible to any of NAMIC.org's more than 12,500 registered users and often includes additional exclusive content. This high-quality magazine keeps the industry up to date on key topics and areas of interest, and it is a perfect avenue to showcase your support of NAMIC while building your brand. The price listed is a full-page, full-color advertisement on an interior page of the magazine. Discounts are available for advertising in multiple issues.

Become a NAMIC Member

Call for Pricing

Becoming an associate member provides several benefits to organizations that provide products and services to insurance companies. Those perks include a complimentary half-page advertisement in NAMIC's IN magazine, a complimentary listing in NAMIC's Morning News Summary email, and potential dues discounts for sponsorship support. For every $5,000 in sponsorship, dues are discounted $1,000. Dues for associate members typically average $8,500, depending on the business type, and are renewed annually. Please visit http://www.namic.org/aboutnamic/become.asp for full details on becoming a member.

Attend or Sponsor Another 2021 NAMIC Event

Farm Mutual Forum | April 27-29 | Virtual The Farm Mutual Forum is designed for ***managers and leaders of farm mutual insurance companies***. This conference provides education and information on vital issues such as strategic business management, financial management, underwriting, and claims that will benefit new and experienced farm mutual managers. The Farm Mutual Forum is also where attendees can find networking opportunities to seeks or share advice about working at and running farm mutual companies. At Farm Mutual Forum, managers, directors, board members, state association leaders, service partners, and the up-and-coming leaders of the industry can benefit from the technical and strategic education offered.

Management Conference | June 27-30 | White Sulfur Springs, W.Va. & Virtual The Management Conference is a summit for ***CEOs, senior executives, and future leaders*** of mutual property/casualty insurance companies. Power sessions focus on strategy and leadership and concurrent sessions focus on emerging industry issues, product development ideas, operational excellence as well as ways to leverage technology to its greatest advantage. Sessions are followed by afternoon golf, recreation, and other networking opportunities. Top-notch speakers, unrivaled networking opportunities, and an inspirational setting allow executives to connect with industry leaders and gain insight on the important issues facing the industry.

Commercial Lines Seminar | July 21-23 | Chicago, Ill. & Virtual The Commercial Lines Seminar is designed specifically for **mid-to senior-level underwriters, managers, and executives** to share insights, gather valuable information on current issues, and learn more about industry trends. It is an annual event that offers attendees opportunities to gather and learn together during informative presentations from insurance industry experts and consultants, numerous networking opportunities, and easy access to commercial lines service providers.

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	INVESTMENT LEVEL (sponsorship + advertising + member dues = investment level)					
	DIAMOND $200k +	PLATINUM $125k to $199k	GOLD $124k to $75k	SILVER $74K to $50K	BRONZE $49k to $25k	CONTRIBUTOR Under $25K
MINIMUM REQUIREMENTS	Must be a NAMIC member in good standing					N/A

BENEFITS

Advanced attendee lists with contact information (including email) for all sponsored events. *Provided according to a set schedule.*	✓	✓	✓	✓	✓	✓
Sponsor registration rate at any sponsored event	✓	✓	✓	✓	✓	✓
Company logo and URL link included in the meeting app (if event is held in-person)	✓	✓	✓	✓	✓	✓
Recognition and link on website for any sponsored event	✓ (color logo)	✓ (color logo)	✓ (color logo)	✓ (color logo)	✓ (text only)	✓ (text only)
Invitation to the VIP Reception at Annual Convention when Annual Convention is included in sponsorship package (if event is held in-person)	✓ (5 staff members)	✓ (5 staff members)	✓ (3 staff members)	✓ (2 staff members)	✓ (1 staff member)	
Recognition included within promotional distribution for sponsored event (may be e-promotion, deadlines apply)	✓	✓	✓			
Priority access to exhibit booths for the following year (if held in-person)	✓	✓	✓			
Sponsorship items granted first-right-of-renewal for next year if package confirmed within 21 days of receiving proposal	✓	✓	✓			
Recognition within NAMIC produced video that is played at select NAMIC events (sponsorship must be confirmed by February 1st)	✓ Custom produced 10-15 second video segment	✓ Custom produced 10-15 second video segment	✓ Logo Recognition			
Eligible to establish a sub-block of sleeping rooms at NAMIC Annual Convention (subject to additional rules)	✓	✓				
Special recognition signage (print or digital) displayed at every NAMIC event	✓ Logo	✓ Logo				
Customized Call for Speakers notifications with summary of potential agenda topics to be provided.	✓					
Year-round recognition above News Ticker on NAMIC.org homepage	✓ Logo					
Recognition in NAMIC's Insurance Uncovered at least once per year	✓ Logo					
Recognition in *IN* Magazine once per year	✓ Logo					
Recognition in NAMIC's CEO Perspective at least once per year	✓ Logo					

Additional benefits will be outlined in the specific sponsorship package selected. Benefits are only extended if you are a sponsor at the specific event. Above benefits are not applicable to NAMIC's CEO Roundtable event or other specialty events. Benefits applicable through December 2021.