



**Nevada Independent  
Insurance Agents**



**INDUSTRY PARTNER PROGRAM**  
Nevada Independent Insurance Agents

**The Nevada Independent Insurance Agents (NIIA)** is a group of agents that hold to a strict pledge of performance, **Trusted Choice®**. Committing to be a part of our organization and what we stand for, tells us these agents truly care about writing more than a policy.

NIIA is a state association with affiliation to the *Independent Insurance Agents and Brokers of America, Inc. - **The Big "I"***. We are a group that has become industry leaders in innovation, legislation and perpetuation. Being a member of the NIIA allows agents to reap the rewards of being part of the most powerful advocate for the independent agency system, your distribution force. For several decades, the NIIA has been the leader in providing independent insurance agents and brokers the resources, information, tools and protection they need to succeed.

Looking for a way to increase your exposure among independent agents?

Participating in the NIIA Industry Partners Program affords you the premier opportunity to:

- Position your company as a leader to your distribution force
- Show your dedication to both our association and the industry as a whole
- Partner with other industry leaders to help build innovate and grow the independent agency system
- Be the front runner with first rights to sponsor NIIA events and programs
- Enhance education and professionalism among Nevada independent insurance agents
- Receive additional perks not available to other companies at any cost
- Select the sponsorship level and identify ala carte items that best fit your budget

NIIA advocates your purpose by helping maintain and create new business relationships with our agency members. The value presented with the Industry Partner Sponsorships significantly exceeds the cost no matter which level you choose.

Our voice is stronger with the support of companies like yours. Discover how pledging your sponsorship and getting involved can develop relations with Nevada Independent Agents and move us forward for years to come.

***For more information the NIIA office at 775-499-5844 or [membershipservices@nii.org](mailto:membershipservices@nii.org).***

<b>2020 IP PROGRAM</b>		<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Sponsorship Packages	v	\$12,000.00	\$7,500.00	\$5,000.00	\$2,500.00	\$1,500.00
<b>Estimated Value</b>		<b>\$20,000</b>	<b>\$12,500</b>	<b>\$8,500</b>	<b>\$4,200</b>	<b>\$2,600</b>
<b>PARTNERSHIP</b>						
NIIA Associate Partnership 2020		X	X	X	X	X
Partner rates for all Company employees at NIIA events		X	X	X	X	X
First rights to sponsorship		X	X	X	X	X
Receive all Member correspondence and newsletters		X	X	X	X	X
Use of NIIA Conference Room based on availability		X	X	X	X	X
List of current agency members upon request		X	X	X	X	X
<b>PROMOTION</b>						
Partner Directory		Logo/Listing	Logo/Listing	Logo/Listing	Name	Name
Ad in the Directory		Full Page	1/2 page			
Listed on Partners signature		Logo	Logo	Logo	Name	Name
Hyperlink to your website		X	X	X		
IP Recognition		X	X	X	X	X
Ad in monthly newsletter (due the 1st)		6- Large Ads	4-Medium Ads	2- Small Ads	2- Bus. Ads	
Additional ad placement discount		10%	5%			
Spotlight (article/PR due the 1st)		4	2	1		
Recognition in member resource packet		Ad	logo	logo	name	name
Opportunity to walk the halls		X	X	X	X	X
Agents Day at the Capital & Briefing Sponsorship		X				
Opportunity to send email through association to NIIA members		X	X			
Social media links		X	X			
<b>EDUCATION</b>						
Risk Management in class offering Sponsorship (1)		X				
Webinar Sponsor		X				
Educational Co-op opportunities		X	X	X	X	X
<b>CONVENTION</b>						
Placement on all promo material		Logo	Logo	Logo	Name	Name
Recognition at event		X	X	X	X	X
Company name on promo emails		X				
Logo hyperlink on app		Logo	Logo	Logo	Name	Name
Option to provide promo item inside totes		X	X	X	X	X
Leadership Conference beverage/snack cart		X				
Full Convention Registration		2	2	1	50% off	25% off
Agents Full Convention Sponsorship (scholarship)		2	2	1	1	
\$ available to put towards Convention Sponsorships		\$1,500	\$1,000	\$750	\$300	
1 foursome and hole sponsorship (can be exchanged for alternative activity)		4				
Golf Tee Sign Sponsorship			X			
Door Prize Sponsorship		Available	Available	Available	Available	Available
<b>TRADESHOW</b>						
Priority booth selection based on level of partnership		Island	Classic	Available	Available	Available
See Tradeshow materials for specific booth information		X	X	X	X	X
Attendees included with booth sponsorships		4	4	2	2	2
Promotional Flyer to invite agents to your booth		X	X	X	X	X
Special Room Block or discount rates		X	X	X	X	X
<b>EMERGING LEADERS COMMITTEE</b>						
Name listing on all ELC promotional materials		X	X	X	X	X
ELC sponsor Event or Tailgate		X				
<b>HOLIDAY SOCIALS</b>						
Recognition at Holiday Events		X	X	X	X	X
\$ available to put towards sponsorships based on event program		\$500	\$300			
Attendees included		3	2	1	1	1
<b>SNV FALL GOLF EVENT</b>						
Recognition at Event		X	With Sponsorship	With Sponsorship	With Sponsorship	With Sponsorship
\$ available to put towards sponsorships based on event program		\$1,000	\$500	\$250		
Golfers included		4	2	1	50%	

Company is responsible for providing all ad/logo artwork to NIIA in camera ready PDF, JPG, EPS format by published deadlines  
Dollars assigned by level of partnership will be applied to specific event registrations and sponsorship. For ala carte options contact susan@niaa.org



# Nevada Independent Insurance Agents

## Application as an Associate/Industry Partner

Partner with the NIIA. With your help, the NIIA remains the largest and most influential independent trade association in the state. Our affiliation provides you with high visibility, strategic publicity and powerful member awareness of your company's importance to us. We believe your partnership with the NIIA is mutually beneficial and one in which we place a great deal of value and consideration.

Company Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Billing Address: \_\_\_\_\_

	Name	Email
Primary Contact		
Additional Contact		
Billing Contact		
Emerging Leader		

Note: Above will be how the listing will appear in the NIIA Directory.

Fields you work in:

- Property Casualty
- Managing General Agent
- Life/Health
- Premium Financing
- Insurance Education
- Risk Management
- Employee Benefits/PEO
- Agency Management Systems
- Expert Witness
- Other

Primary Services & Specialties: \_\_\_\_\_

If applicant is a General Agency, does applicant hold a current Nevada License? \_\_\_\_\_



PO Box 530425, Henderson, NV 89053  
2904 W. Horizon Ridge Pkwy, Suite 201, Henderson, NV 89052  
775.499.5844 O | 775.295.5010 F | www.niia.org



# Nevada Independent Insurance Agents

If applicant is a company employee, list name of employer, business' address and name of manager?

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In making application for associate partnership in the Nevada Independent Insurance Agents. I certify I am either a licensed Nevada General Agent or an employee of a company doing business with Independent Agents in Nevada. I understand I will not hold any office or position on the NIIA Board of Directors and do not hold voting rights. However, I may volunteer to participate on association committees. I may use designated partnership logo as provided by the NIIA for the term as noted. I agree to pay dues as set by the NIIA Board of Directors in order to continue my partnership. I understand, payment of dues is applied for the term January through December each year.

Associate Partnership is open to entities which deal with Independent Insurance Agents. The cost for partnership is \$750 per year and is included in all levels of the Industry Partner packages.

I would like to be contacted by the committee chair of the following committees. (check all boxes that apply)

- Education       Membership       Tradeshow
- Outreach       ELC       Convention

By signing this application, I give consent for the Nevada Independent Insurance Agents and its entities to send communications to the contacts herein. *I understand this application must first be approved by NIIA's Board of Directors. Upon approval I will be invoiced for partnership dues. Dues to the Nevada Independent Insurance Agents are not deductible as a charitable contribution but may be deductible as an ordinary and necessary business expense.*

*By checking the box below, I am committing to the Industry Partner Sponsorship and will process the agreement and payment as noted.*

- Associate \$750       Bronze \$1500       Silver \$2500
- Gold \$5000       Platinum \$7500       Diamond \$12,000
- Bill me       Check enclosed       Invoice with credit card link

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_ Company \_\_\_\_\_



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# Nevada Independent Insurance Agents

## Why should you join NIA?

- Supporting the Mission of the Independent Agent Channel
- Partnership Recognition
- Networking opportunities with peers, clients and prospects
- Relationships
- Showcase your Company
- Partner Rates for NIIA Events, Tradeshow and Convention
- Opportunity to Sponsor Events
- Opportunity to purchase Ads or place Articles in Monthly Newsletter
- Listing in the Partner Directory
- Attend Continuing Educational and Professional Development Offerings
- Participate on Association Committees
- Advocacy, Be the Voice, join Big I Day at the Capital
- Receive all Member and Partner Correspondence
- Access to News and Developments affecting your business
- Stay current with Best Practices and Standards
- Exchange ideas and develop new ways to improve the industry
- Connections with other associations
- Play a vital role in the sustainability of the industry
- List of Agency Members upon request

## Annual Dues and Benefits:

Partnership runs from acceptance of your application through December 31<sup>st</sup>. Annual NIIA partnership dues are determined by the Board of Directors prior to each annual billing period. Dues are fully earned and not refundable. Partnership entitles can note they are a "Proud Partner of the NIIA". If partnership is cancelled, all the above must be removed from any entity promotional materials.

## Individual and Corporate Political Contribution: (NIIPAC)

The State Political Action Committee is funded by a voluntary individual and/or corporate donations that are designed to enhance our association's state government affairs advocacy. Individuals and corporations are allowed under state law to contribute to the association, separate from dues, which go to pool money from other agencies. This money is then distributed to the various campaign committees in the legislature to help further the association's voice in the halls of the capitol. Donations are not tax deductible. Please consider making an additional corporate contribution.

## Corporate Political Contribution: (InsurPac)

The Political Action Committee is funded by a voluntary corporate donation that is designed to enhance our association's state and national government affairs advocacy. Corporations are allowed under state law to contribute corporate money to the association, separate from dues, which go to pool money from other agencies. This money is then distributed to the various campaign committees in the legislature to help further the association's voice in the halls of the capitol. Donations are not tax deductible. Your contribution will remain anonymous as only the association will be listed as the donor. Please consider making an additional corporate contribution.



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# Nevada Independent Insurance Agents

Logos available based on level of partnership with current active partnership status.



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*Platinum*



**INDUSTRY PARTNER PROGRAM**  
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*Diamond*



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## *Pledge of Performance*

Trusted Choice® agencies are insurance and financial services firms whose access to multiple companies and commitment to quality service enable us to offer our clients competitive pricing, broad choice of products and unparalleled advocacy.

As a Trusted Choice agency, we are dedicated to you and are committed to treating you as a person, not a policy. This commitment means we shall:

- Work with you to identify the insurance and financial services that are right for you, your family or your business and use our access to multiple companies to deliver those products.
- Guide you through the claims process for a prompt and fair resolution of your claim.
- Help you solve problems related to your coverage or account.
- Explain the coverages and options available to you through our agency, at your request.
- Return your phone calls and e-mails promptly and respond to your requests in a timely manner.
- Provide 24/7 services for our customers, offering any or all-of-the following: emergency phone numbers, Internet account access, e-mail and call center services.
- Use our experience and multiple company relationships to customize your coverage as needed.
- Commit our staff to continuing education so they may be more knowledgeable in serving you.
- Treat you with respect and courtesy.
- Conduct our business in an ethical manner.

We pledge this to you, our clients and ask that you let us know if we fail to meet our commitment, so we may take corrective action.



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