

# 2025 SPONSORSHIP OPPORTUNITIES



HELP US  
**PROMOTE PROTECT** AND **PERPETUATE**  
THE INSURANCE INDUSTRY IN **CALIFORNIA**





# HELP US **PROMOTE**

Our membership includes thousands of independent insurance agents across the State, and we are continually promoting the independent insurance channel through our events, education, marketing, advocacy, and programs.

**6,400+**  
agent members



# **PROTECT**

We are consistently advocating for the insurance industry in California and the U.S. Our government relations efforts on the State and Federal level continue to have an important impact on the issues affecting our marketplace, including the significant steps that are being taken in our State's property insurance crisis.



**\$2.5B+**  
member revenue

# **PERPETUATE**

Our development programs, including opportunities for recruitment, training, future leadership, and DEI, are helping to ensure a healthy insurance industry for the future of California and our country.



# THE INSURANCE INDUSTRY IN **CALIFORNIA**

# ACTIVATE YOUR BRAND



## Blue Ribbon Conference

Our annual conference is IIABCal's gold insurance networking and leadership event. This exclusive, members-only event is attended by senior executives from the association's leading member agencies, executives from regional and national insurers, and insurance vendor leadership. This is THE event to connect with the independent insurance agent community of California.



## Installation Celebration

Join us as we celebrate the installation of our new Board of Directors and present awards to industry leaders. Attended by top producers, account managers, agency principals, the emerging and seasoned industry community, as well as association leaders, this is a marquee event for the insurance community.



# ACTIVATE YOUR BRAND

iiABC*Cal* SPONSORSHIP  
OPPORTUNITIES



iiABC*Cal*  
*Leadership*  
Development  
SERIES

## Leadership Development Series

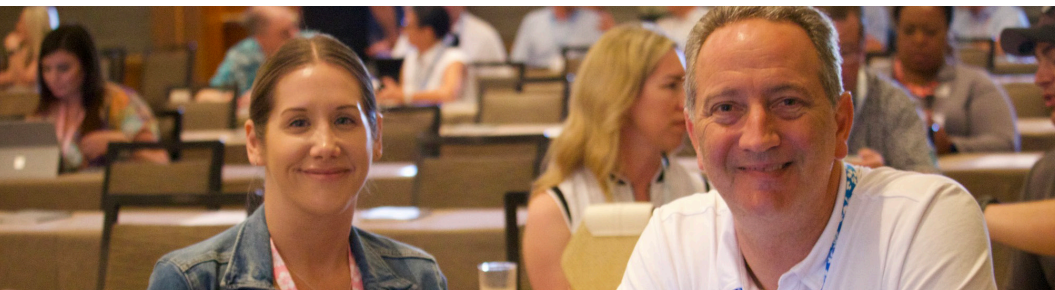
Created in response to member feedback, these programs will help build and develop Independent Insurance Agents/Brokers as leaders in the community and in the industry.

iiABC*Cal*  
*Independent Women*  
SUMMIT  
LEADING IN INSURANCE AND IN LIFE  
FEBRUARY 28, 2025



## Independent Women Summit

After a great response in 2024, we're bringing back this event developed with content to provide insight for women in insurance! Making up over 60% of the industry, women play a larger role than ever in the success of our business.



iiABC*Cal*  
*Professional*  
Development  
AND TRAINING

## Professional Development and Training

We have created a sponsorship-based model for education that provides members quality leading-edge education providers and access to an array of education services.

# SPONSORSHIP LEVEL **BENEFITS**



WHAT YOUR BRAND RECEIVES	PLATINUM	GOLD	SILVER	BRONZE carrier	BRONZE vendor
<b>SPONSORSHIP COMMITMENT</b>	BY EVENT	\$23,500	\$14,500	\$8,500	\$6,000
SAVINGS VERSUS A LA CARTE	N/A	\$2,500	\$2,500	\$1,500	\$1,500
<b>BLUE RIBBON CONFERENCE</b>					
Logo recognition on event website, signage, & event materials	TOP	PROMINENT	ELEVATED	●	●
Logo recognition in IIABCal monthly newsletter	●	●	●		
Listing on event mobile app	●	●	●	●	●
Social media posts from IIABCal accounts	4	2	1		
Weekly event registration lists and attendee contact info	●	●	●	●	●
Location at the Sponsor Stroll	SUPERIOR	SUPERIOR	SUPERIOR	TABLE	TABLE
Reserved tables at the Mahalo Reception	2	1			
<b>INSTALLATION CELEBRATION</b>					
Complimentary registrations	10	5	3	1	1
Logo recognition on event website and on-site at event	TOP	PROMINENT	ELEVATED	●	●
Dedicated table at event for marketing pieces	●				
Shared table at event for marketing pieces		●	●		
Logo recognition on event promotional materials	●	●	●		
Logo recognition on social media for event promotion	●	●			
Sponsor recognition during luncheon presentation	●	●	●	●	●
Exclusive promotional opportunity on social and website	●				
Copy of attendee list	●	●	●	●	●
<b>INDEPENDENT WOMEN SUMMIT</b>					
Complimentary registrations	5	2	1		
Logo recognition on event website and on-site at event	TOP	PROMINENT	ELEVATED	●	●
Dedicated table at event for marketing pieces	●				
Shared table at event for marketing pieces		●	●		
Logo recognition on event promotional materials	●	●	●		
Logo recognition on social media for event promotion	●	●			
Exclusive promotional opportunity on social and website	●				
Copy of attendee list	●	●	●	●	●
<b>LEADERSHIP DEVELOPMENT SERIES</b>					
Logo recognition on program website and promotional materials	N/A	●	●		
Company name (no logo) recognition on website and materials	N/A			●	●
Sponsor recognition during program sessions	N/A	●	●	●	●
<b>PROFESSIONAL DEVELOPMENT AND TRAINING</b>					
Logo recognition on program website and promotional materials	N/A	●	●		
Company name (no logo) recognition on website and materials	N/A			●	●
Company name on all IIABCal-produced webinars	N/A	●	●		

SPONSORSHIP BENEFITS	LEVEL	AMOUNT	TOTAL
<b>BLUE RIBBON CONFERENCE (BRC) – May 4-8, 2025</b>			
Includes Gold benefits plus Exclusive Top Billing as BRC Grand Sponsor, 4 social media posts, superior location at Sponsor Stroll, 2 reserved Mahalo tables	Platinum	\$25,000	
Includes Silver benefits plus prominent listing of brand, 2 social media posts, superior location at Sponsor Stroll, 1 reserved Mahalo table	Gold	\$10,000	
Includes Bronze benefits plus elevated listing of brand, 1 social media post, and a superior location at Sponsor Stroll	Silver	\$7,500	
<i><b>*Bronze Sponsorship minimum requirement for IIABCal Associate Members to attend the conference and includes company and logo listing on website and onsite during event; listing on event mobile app; attendee lists; and recognition in promotional materials sent to 4500+ members.</b></i>	Bronze* Carriers	\$5,000*	
	Bronze* Other	\$2,500*	
<b>INSTALLATION CELEBRATION – November 2025 TBD</b>			
Includes Gold Level benefits plus Top Billing as Grand Sponsor, social media posts, and a complimentary table of 10	Platinum	\$10,000	
Includes Silver Level benefits plus a prominent listing on website and all branded marketing material and 5 comp registrations	Gold	\$7,500	
Includes Bronze Level benefits with an elevated listing on all website and branded marketing material and 3 comp registrations	Silver	\$5,000	
Includes brand and logo on the program landing page as well as marketing material, logo on-site during event, recognition during luncheon, and 1 comp registration	Bronze	\$2,500	
<b>INDEPENDENT WOMEN SUMMIT - February 28, 2025</b>			
Includes Gold Level benefits plus Exclusive Top Billing and 5 registrations	Platinum	\$5,000	
Includes Silver Level benefits with a prominent listing on website and marketing material, as well as 2 comp registrations	Gold	\$3,500	
Includes Bronze Level benefits with an elevated listing on website and marketing material, as well as 1 comp registration	Silver	\$2,500	
Your brand and logo on the program landing page as well as marketing material	Bronze	\$1,500	
<b>LEADERSHIP DEVELOPMENT SERIES</b>			
Includes Silver Level benefits with a prominent listing on program page and marketing material	Gold	\$2,500	
Includes Bronze Level benefits with an elevated listing on program page and marketing material	Silver	\$1,000	
Your brand and logo on the program landing page as well as marketing material	Bronze	\$500	
<b>PROFESSIONAL DEVELOPMENT AND TRAINING</b>			
Includes Silver Level benefits with a prominent sponsor listing.	Gold	\$2,500	
Includes company name listed on all IIABCal created webinars as well as mention in webinar introductions.	Silver	\$1,000	
Your brand and logo on the program landing page as well as marketing material	Bronze	\$500	
<b>SPONSORSHIP TOTAL</b>			

CONTACT: Jenn Pouey - VP, Operations & Member Services  
925.426.3304 | [jpouey@iiabcal.org](mailto:jpouey@iiabcal.org)