



Alabama Independent  
Insurance Agents, Inc.



## AIIA First STEP Sponsorships

The Alabama Independent Insurance Agents (AIIA) have streamlined the First STEP Sponsorship program to allow insurance companies, wholesalers and vendors to support our association and industry on an on-going basis. Using a tiered approach, this program allows each company to choose a partnership and premium add-on exposure based on the level of interaction and visibility to Alabama Independent agents.

Your investment as a First STEP Sponsor shows your dedication to both our association and industry as a whole. As partners, we can work together to protect, promote and grow the independent agency system for years to come!

### FIRST STEP PLEDGE

Company \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact Email \_\_\_\_\_

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

Phone \_\_\_\_\_ Website \_\_\_\_\_

We want to partner with AIIA at the following level:

- ☐ Star \$25,000
- ☐ Diamond \$15,000
- ☐ Platinum \$10,000
- ☐ Gold \$7,500
- ☐ Silver \$5,000
- ☐ Bronze \$2,700

Please add the following a la carte items:

- ☐ Clay Shoot Snack / Reception – \$500
- ☐ Clay Shoot Lunch – \$1,000
- ☐ Clay Shoot Cart – \$1,000
- ☐ Clay Shoot Shells – \$2,500
  
- ☐ Big I PAC Hole-in-One - \$750 (5 Available)
- ☐ Big I PAC Beverage Sponsor– \$1,000 (2 Available)
- ☐ Big I PAC Lunch Sponsor - \$1,500 (2 Available)
- ☐ Big I PAC Cart Sponsor - \$2,500

**TOTAL INVESTMENT:** \_\_\_\_\_

**Return form to Michelle McKee at**  
[mmckee@aiaa.org](mailto:mmckee@aiaa.org)

**Method of Payment**  
Credit Card or Mail A Check

**CC#** \_\_\_\_\_

**Ex. Date:** \_\_\_\_\_

**Email Receipt to:**  
\_\_\_\_\_

**Checks should be made payable to**  
Alabama Independent Insurance Agents  
**and sent to the following address:**  
141 London Parkway, Birmingham, AL 3521



Alabama Independent  
Insurance Agents, Inc.



## AIIA First STEP Sponsorships

SPONSORSHIP PACKAGES	STAR \$25,000	DIAMOND \$15,000	PLATNUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,700
<b>MEMBERSHIP</b>						
<b>AIIA Associate Membership</b>	X	X	X	X	X	X
<b>Use of AIIA Classroom</b>	X	X	X	X	X	X
<b>Recognition in the <i>Alabama Independent</i></b>	Logo	Logo	Logo	Logo	Name	Name
<b>Education &amp; AIIA News Emails</b>	X	X	X			
<b>Website Sponsor Scroll with Logos</b>	X	X	X	X	X	X
<b>Website Sponsor Listing with hyperlinks to Company Website</b>	X	X	X	X	X	X
<b>EDUCATION / EVENTS</b>						
<b>CIC / CRM Breakfast Sponsor</b>	X	X	X			
<b>CISR Lunch Sponsor</b>				X	X	
<b>Sponsorship Recognition at all Event</b>	X	X	X	X	X	X
<b>Sponsorship Recognition in AIIA Lobby</b>	X	X	X	X	X	X
<b>Sole Sponsor of AIIA Legislative Conference</b>	X	X	X	X	X	X
<b>Complimentary/Discounted Booth at Annual Convention</b>	X	X	X	X	75%	50%
<b>Comp/Discounted Convention Registrations</b>	5	4	3	2	1	2 – 25%
<b>Comp/Discounted Young Agents Registrations</b>	3	2	2	1	1	2 – 25%
<b>Sole Sponsor of Fall Conference &amp; Trade Fair</b>	X	X	X	X	X	X
<b>Comp/Discounted Fall Conference Registrations</b>	3	2	2	1	1	0
<b>A LA CARTE – FUNDRAISERS (First Come, First Serve)</b>						
<b>Clay Shoot Snack/Reception – 1 available</b>	+\$500	+\$500	+\$500	+\$500	+\$500	+\$500
<b>Clay Shoot Lunch - 1 available</b>	+\$1,000	+\$1,000	+\$1,000	+\$1,000	+\$1,000	+\$1,000
<b>Clay Shoot Cart Sponsor – 1 available</b>	+\$1,000	+\$1,000	+\$1,000	+\$1,000	+\$1,000	+\$1,000
<b>Clay Shoot Shell Sponsor – 1available</b>	+\$2,500	+\$2,500	+\$2,500	+\$2,500	+\$2,500	+\$2,500
<b>Big I PAC Hole-In-One Sponsor – 4 available</b>	+\$750	+\$750	+\$750	+\$750	+\$750	+\$750
<b>Big I PAC Beverage Sponsor – 2 available</b>	+\$1,000	+\$1,000	+\$1,000	+\$1,000	+\$1,000	+\$1,000
<b>Big I PAC Lunch Sponsor – 2 available</b>	+\$1,500	+\$1,500	+\$1,500	+\$1,500	+\$1,500	+\$1,500
<b>Big I PAC Cart Sponsor – 1 available</b>	+\$2,500	+\$2,500	+\$2,500	+\$2,500	+\$2,500	+\$2,500