

# NEVADA

## Industry Partners Program & Benefits

VOL. 2024





## **OUR MISSION.**

The Nevada Independent Insurance Agents (NIIA) also known as the Nevada Big 'I' through active member participation, will be an unrelenting advocate of the business, professional, and political interests of its members. We strive to provide sustainable competitive advantage in the insurance marketplace by equipping members with tools and resources to maintain excellence in business and customer service.

## **WHO WE ARE.**

The NIIA is a member of the Big 'I' federation comprised of 51 independent state associations. Over 26,000 agency locations have joined their state's association which makes them a member of the national Big 'I' and Trusted Choice® agencies. The Big 'I' has been proudly serving the independent agency community for more than 125 years.

Independent agents represent multiple insurance carriers, and offer choice, customization, and advocacy to their customers. Big 'I' members primarily offer property-casualty coverage, but some also sell life-health, retirement, and employee benefit products.

The NIIA represents the independent insurance agent channel throughout the state and looks to serve 800+ independent agencies throughout Nevada.

## **OUR STRUCTURE.**

The NIIA is governed by a board which is made up of an elected five-person executive committee, 6 volunteer agent directors, and the Emerging Leader Chair. Top priorities of the NIIA include effective advocacy for its members in all branches of government and sectors of insurance as well as effective communications both within and outside the industry on behalf of independent agents and brokers.

## **HOW WE HELP.**

The NIIA provides resources to help members build and grow agent's business. Member agencies have access to exclusive products, services, and education created for independent agents by independent agents and our partners.

BRANDING AND MARKETING.

EDUCATION & TRAINING

AGENCY PERPETUATION

WEBSITE & SOCIAL MEDIA

BEST PRACTICES

NETWORKING EVENTS

TALENT PIPELINE.

LEADERSHIP & SALES SKILLS

OWNERSHIP RESOURCES

RESEARCH AND ADVOCACY.

TECHNOLOGY RESOURCES & ROADMAPS

**LEARN MORE AT:** <https://niiia.org>

The 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?

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.
- Partner with other industry leaders to help build innovate and grow the independent agency system.
- Be the front runner with the first rights to sponsor NIIA events and programs.
- Enhance education and professionalism among Nevada 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 Sponsorship 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 contact the NIIA office at 775-499-5844  
or [membershipservices@niiia.org](mailto:membershipservices@niiia.org).*



<b>2024 IP PROGRAM</b>						
	<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	
Sponsorship Packages	v \$12,500.00	\$8,000.00	\$5,500.00	\$3,000.00	\$2,000.00	
<b>Estimated Value</b>	<b>\$20,500</b>	<b>\$13,000</b>	<b>\$9,000</b>	<b>\$4,600</b>	<b>\$3,000</b>	
<b>PARTNERSHIP</b>						
NIIA Associate Partnership 2023	X	X	X	X	X	
Partner Rates at NIIA Events & Education	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 (hyperlink available)	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	
Website Slider	Logo	Logo	Logo	Name	Name	
IP Recognition	X	X	X	X	X	
Ad in monthly newsletter (due the 1st of the month)	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	
Agents Day-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					
ELC Leadership Superpowers & additional webinars	X					
Educational Co-op opportunities	X	X	X	X	X	
<b>ANNUAL CONVENTION Charting The Course June 24-26 - Paradise Point Spa Resort- San Diego, CA</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 Hole Sign Sponsorship	X	X				
Door Prize Sponsorship	Available	Available	Available	Available	Available	
<b>TRADESHOW of The Decades February 22 - Reno Sparks Convention Center - Reno, NV</b>						
Priority booth selection based on level of partnership	Island	Dual	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	
Sponsorships & attendance opportunities to Events	X	Available	Available	Available	Available	
<b>HOLIDAY SOCIALS</b>						
Holiday Events- Recognition	X	X	X	X	X	
\$ available to put towards sponsorships based on event program	\$250 per event	\$150 per event				
Attendees included	3	2	1	1	1	
Fall Golf 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%		

Partner Company is responsible for providing all artwork to NIIA in camera ready PDF, JPG, EPS format by the first of the month for e-newsletters and published deadlines for events. Dollars assigned by level of partnership will be applied to specific event registration and sponsorship. For ala care options, contact susan@niiia.org

## 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? \_\_\_\_\_

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 companies which deal with Independent Insurance Agents. The cost for partnership is \$800 per year. Associate Partnership is included in all metal tier sponsorship 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)

- |                                    |                                     |                                     |
|------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Education | <input type="checkbox"/> Membership | <input type="checkbox"/> Tradeshow  |
| <input type="checkbox"/> Outreach  | <input type="checkbox"/> ELC        | <input type="checkbox"/> 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.*

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Associate \$800 | <input type="checkbox"/> Bronze \$2000   | <input type="checkbox"/> Silver \$3000                 |
| <input type="checkbox"/> Gold \$5500     | <input type="checkbox"/> Platinum \$8000 | <input type="checkbox"/> Diamond \$12,500              |
| <input type="checkbox"/> Bill me         | <input type="checkbox"/> Check enclosed  | <input type="checkbox"/> Invoice with credit card link |

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

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



PO Box 530425, Henderson, NV 89053  
775.499.5844 O | 775.295.5010 F | www.niia.org



## Why should you join NIIA?

- 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 e-Newsletter
- Use of the IP Partner logo
- 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
- And much more throughout the year

### 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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## Calendar 2024 updated.

Dates and events subject to change. As much notice as possible will be given should there be any changes.

**January 10-13** Big I Winter Meeting- Puerto Rico- To attend: ED, National Director, President

**January 12** NIIA Night Lawler Event Center for Nevada Wolf Pack vs. Boise State Broncos Basketball

**January 18 Virtual Board Meeting- 10 am**

**January 24** ELC Professional Series Class 2- Positioning for Growth both Vegas & Reno

**February 8** ELC Valentines Happy Hour Fundraiser Tentative

**February 22** In Person Board Meeting- 10:45 am, VIP Membership Luncheon 1 pm

**NIIA ANNUAL TRADESHOW** of the Decades- Reno Sparks Convention Center 3 pm

**March 20 & 27** ELC Professional Series Class 3- Policy in Review - Las Vegas on 20<sup>th</sup> and Reno on 27<sup>th</sup>

**April 10-13** Big I Leg Conference Washington D.C.

To attend: ED, National Director, President, ELC Delegate, Legislative Chair & Co Chair, Everyone

**April 25 Virtual Board Meeting -10 am**

**April 27** ELC Walk for Wishes -Make A Wish Las Vegas tentative

**April 30** ELC Baseball Las Vegas vs Reno

**May 3- Run for the Roses** Women in Insurance Summit- Kentucky Derby

**May 20** ELC Professional Series Class 4- It's a Hard Market, still? Both Vegas and Reno

**June 23-** In Person Board Meeting- San Diego 2-5 pm Paradise Point Spa & Resort

**June 24-26 NIIA ANNUAL CONVENTION 2024**-Charting the Course – Paradise Point - San Diego, CA

### Monthly Calls for Committees:

ELC Meeting of the Minds 1<sup>st</sup> Wednesday of the month

Executive Committee- 2<sup>nd</sup> Tuesday of the month 9 am

Leg Committee- 2<sup>nd</sup> Tuesday of the month 10 am

ELC Committee- 1<sup>st</sup> Weds of the month 10 am

NIIA President & ELC Chair – 4<sup>th</sup> Tuesday of the month 10 am

Advisory Committee-TBD



## **2024/2025 Calendar (tentative)**

July 18 NIIA Board Meeting- Planning

July/August NIIPAC- Meet the Candidates

August 20 ELC Baseball **Reno** vs. Las Vegas

September Big I Fall Leadership

October NIIPAC Fall Golf Tournament- Reno

November Holiday Social North

December Holiday Social South

Additional dates to be added for, Partner Advisory Committee, and networking events.

# 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.





**INDUSTRY PARTNER PROGRAM**  
Nevada Independent Insurance Agents

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



**INDUSTRY PARTNER PROGRAM**  
Nevada Independent Insurance Agents

*Bronze*



**INDUSTRY PARTNER PROGRAM**  
Nevada Independent Insurance Agents

*Silver*



**INDUSTRY PARTNER PROGRAM**  
Nevada Independent Insurance Agents

*Gold*



**INDUSTRY PARTNER PROGRAM**  
Nevada Independent Insurance Agents

*Platinum*



**INDUSTRY PARTNER PROGRAM**  
Nevada Independent Insurance Agents

*Diamond*

The 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@niia.org](mailto:susan@niia.org)