



# 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 partners, we can work together to protect, promote, and grow the independent agency system for years to come!

## FIRST STEP PLEDGE

**Company:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Website:** \_\_\_\_\_

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

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**We want to partner at the following level: TOTAL INVESTMENT:** \_\_\_\_\_

- Star+ \$30,000
- Star \$25,000
- Diamond \$15,000
- Platinum \$10,000
- Gold \$8,000
- Silver \$5,500
- Bronze \$3,500

**Please add the following a la carte items:**

- Clay Shoot Lunch – \$750 (need three sponsors)
- Clay Shoot Shells – \$750 (need four sponsors)
- Clay Shoot Shotgun Give-A-Way – \$1,500
- Big I PAC Closest to Pin - \$300/each AM/PM
- Big I PAC Hole-in-One - \$750 (5 Available)
- Big I PAC Straightest Drive - \$750
- Big I PAC Beverage Sponsor– \$1,500 (2 Available)
- Big I PAC Lunch Sponsor - \$1,500 (2 Available)

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

**Method of Payments**

Checks made payable to AIIA:

Alabama Independent Insurance Agents

141 London Parkway, Birmingham, AL 35211

Online payment through AndDone:

<https://anytime.anddone.com/#/alabamaindependentins>

Receipts will come from AndDone automatically.



## AIIA First STEP Sponsorships

SPONSORSHIP PACKAGES	STAR+ \$30,000	STAR \$25,000	DIAMOND \$15,000	PLATNUM \$10,000	GOLD \$8,000	SILVER \$5,500	BRONZE \$3,500
<b>MEMBERSHIP</b>							
<b>AIIA Associate Membership</b>	X	X	X	X	X	X	X
<b>Use of AIIA Classroom</b>	X	X	X	X	X	X	X
<b>Education &amp; AIIA Newsletters</b>	X	X	X	X			
<b>Sponsorship Recognition in AIIA Lobby</b>	X	X	X	X	X	X	X
<b>Recognition in the <i>Alabama Independent</i></b>	X	X	X	X	X	X	X
<b>Discounts on Advertising in the <i>Alabama Independent</i> – 4 issues required</b>	50%	30%	25%	20%	15%	10%	
<b>EVENTS</b>							
<b>Sponsorship Recognition at AIIA Legislative Conference, Annual Convention &amp; Young Agents Conference</b>	X	X	X	X	X	X	X
<b>Complimentary/Discounted Booth at Annual Convention</b>	2 Booths	2 Booths	X	X	75%	50%	25%
<b>Comp/Discounted Convention Registrations</b>	8	4	3	2	2	1	2 – 25%
<b>Comp/Discounted EPIC Conference Registrations</b>	5	3	2	1	1	1	2 – 25%
<b>Comp/Discounted Fall Conference Registrations</b>	5	3	2	1	1	2 – 25%	1 – 25%
<b>A LA CARTE – FUNDRAISER SPONSORSHIPS (First Come, First Serve)</b>							
<b>Clay Shoot Lunch – 3 available</b>	\$750	\$750	\$750	\$750	\$750	\$750	\$750
<b>Clay Shoot Shell Sponsor – 4 available</b>	\$750	\$750	\$750	\$750	\$750	\$750	\$750
<b>Clay Shoot Shotgun Give-A-Way Sponsors</b>	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
<b>Big I PAC Closest to the Pin (AM &amp; PM)</b>	\$300/ea	\$300/ea	\$300/ea	\$300/ea	\$300/ea	\$300/ea	\$300/ea
<b>Big I PAC Practice Range (AM &amp; PM)</b>	\$300/ea	\$300/ea	\$300/ea	\$300/ea	\$300/ea	\$300/ea	\$300/ea
<b>Big I PAC Hole-In-One Sponsor – 5 available</b>	\$750	\$750	\$750	\$750	\$750	\$750	\$750
<b>Big I PAC Straightest Drive Sponsor – 1 available</b>	\$750	\$750	\$750	\$750	\$750	\$750	\$750
<b>Big I PAC Beverage Sponsor – 2 available</b>	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
<b>Big I PAC Lunch Sponsor – 2 available</b>	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500

\*Any question on A La Carte items or to see if an item has already been sponsored; please contact Michelle McKee @ [mmckee@aiaa.org](mailto:mmckee@aiaa.org).

\*Clay Shoot Shotgun Give-A-Way Sponsors – Excalibur gives away two shotguns, and this can be split \$1,000 for one gun & \$500 for second gun. Chances to win are sold at Clay Shoot.

\*Big I PAC Hole-In-One – will need volunteers to work the hole to sell the chances.