

2021 PARTNERS



Independent Insurance Agents of Georgia, Inc.

2020 WINS

- Added 56 new member agencies in 2020 (500+ total agencies).
- Fought for Lawsuit Reform in 2020 Legislative Session.
- Defeated harmful legislation that would increase carrier liability exposure.
- Passed COVID Business Liability Legislation.
- Helped ensure that insurance was “essential business” during COVID shutdown.
- Hosted first Virtual Insurance Expo, November 3-5, providing over 500 hours of free CE to our members.
- Introduced Association Health Plan.
- Helped 40 member agencies acquire \$1.5 million in PPP Loans.
- Booked 2021 Annual Convention Keynote Speaker – Rob O’Neill (Navy Seal Who Shot Osama Bin Laden).
- Fought to stabilize the independent agency force in Georgia.



Independent Insurance Agents of Georgia, Inc.



WE ARE STRONGER TOGETHER

Your partnership makes our voice
as strong as possible. We look
forward to continued mutual
success in 2021.
Let's grow together!



Amber Mellars

770-458-0093 ext. 103

amellars@iiag.org

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Independent Insurance Agents of Georgia, Inc.



ACCESS	Diamond	Gold	Silver	Bronze
Participate in all association conferences at member rates	✓	✓	✓	✓
Receive all association mailings and electronic communications	✓	✓	✓	✓
Updates on key legislative issues	✓	✓	✓	✓
Invite to attend Legislative Meetings across the state	✓			
Excel spreadsheet of membership list upon request	✓	✓		
Use of IIAG logo	✓	✓	✓	✓
IIAG magazine subscriptions	Up to 20 Full Page	Up to 10 Half Page	Up to 5 Quarter Page	1 Copy Business Card
IIAG Directory of Members & Resource Guide				
Invitation to join IIAG Board and leadership at select meetings	✓			
ADVERTISING	Diamond	Gold	Silver	Bronze
Newsletter Advertisements	6 ads/year	3 ads/year	2 ads/year	1 ad/year
Quarterly YAC-YAK Newsletter	4 ads/year	3 ads/year	2 ads/year	1 ad/year
Banner ad on newsletter email	1 ad/year			
Annual IIAG Directory of Members Advertisement	Full Page	Half Page	Quarter Page	Business Card
Mailing to IIAG membership	2/year	1/year		
EVENTS	Diamond	Gold	Silver	Bronze
Premium sponsorship at Annual Meeting & Tradeshow	✓	✓		
Credit on Annual Convention Registrations or Tradeshow Booth	5 attendees	4 attendees	3 attendees	
Recognition as Partner at IIAG and Young Agents events	✓	✓	✓	✓
Priority selection of exhibit booth	✓	✓		
VIP reception with IIAG Board of Directors	✓			
Specialty display for IIAG exhibit booth recognizing partners	✓	✓	✓	✓
Complimentary booth at Fall Insurance Expo	✓	✓		
YOUNG AGENTS COMMITTEE	Diamond	Gold	Silver	Bronze
Recognition as Sponsor of Georgia YAC	✓	✓	✓	✓
Invitation to YAC Sales & Leadership Conference	✓	✓	✓	✓
Priority given to be a YAC Company Liaison	✓			
SOCIAL MEDIA	Diamond	Gold	Silver	Bronze
Partner posts and shares on IIAG social media accounts	✓	✓	✓	
Likes and links from IIAG Facebook page to Partner pages	✓	✓	✓	✓
	\$10,000	\$7,500	\$5,000	\$2,500

Partner Ad Specifications:

Diamond Partner Banner Ads: Size 728 pixels wide x 90 pixels tall, Resolution - 72 pixels per inch, Format - .png or .jpg. Please provide a click-through link.

News Brief Ads: Size - 250 pixels tall x 250 pixels wide, Resolution - 72 pixels per inch, Format - .png or .jpg. Please provide a click-through link.

For more information on Partner advertising opportunities, please contact Donna Peters at dpeters@iiag.org.



Donna Peters

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