

➤ 2026

PARTNER IN PROGRESS PROGRAM GUIDE

*Connecting Georgia agencies and
company partners since 1897.*



IIAG

Independent Insurance Agents of Georgia, Inc.



THE POWER OF PARTNERSHIP

EXPAND YOUR REACH

IIAG's Partner In Progress program strengthens your company through the power of collaboration and relationship-building, offering tailored marketing opportunities to connect you with Georgia's independent agents. With our tiered partnership options, you'll gain the visibility and engagement that suits your goals, ensuring maximized, year-round exposure to our member agencies across the state.

Your investment as a Partner in Progress is a commitment to the growth and sustainability of the independent agent industry. Together, we can **support, promote and grow** the independent insurance system in Georgia for years to come.

SUPPORT. PROMOTE. GROW.



SUPPORTING OUR INDUSTRY

Our team works on bills that impact our industry on both the agent & carrier side of the business



PROMOTING OUR PARTNERS

Your partnership guarantees year-long, high-profile exposure to IIAG member agents



GROWING OUR MEMBER AGENCIES

Together with our partners, IIAG provides valuable tools such as market access, education, & resources



OUR COMMUNITY

Member Agencies

> 500

Member Agents

> 4,500

Young Agents

> 900

Convention Attendees

> 450

Monthly Website Visits

> 2,000

Facebook Fans

> 2.1k

LinkedIn Followers

> 1.7k

Email Subscribers

> 5.2k

Magazine Recipients

> 4,700

Event/Webinar Attendees

> 1,500

PARTNERS IN PROGRESS

Let's talk partnership!

Amber Mellars

Director of Partnerships

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ASSOCIATION EVENTS 2026

— GET CONNECTED

YAC SALES & LEADERSHIP CONFERENCE

Event Date: February 11-13, 2026
Location: Athens, GA

PAST PRESIDENTS & BOARD OF DIRECTORS SPRING RETREAT

Event Date: February 26 - March 1, 2026
Location: Greenville, SC
♦ *Diamond Partners Only*

WILL WESTON IV YAC GOLF CLASSIC

Event Date: March 26, 2026
Location: Chateau Elan Golf Club (Braselton, GA)

BIG "I" LEGISLATIVE CONFERENCE

Event Date: April 22-24, 2026
Location: Washington, D.C.

IIAG ANNUAL CONVENTION

Event Date: June 4-6, 2026
Location: Amelia Island, FL

CONNECT FALL EXPO

Event Date: October 7-9, 2026
Location: Young Yarris, GA

➤ *Renew partnership by January 15, 2026 to attend upcoming events!* ◀

1,100+
ANNUAL
EVENT ATTENDEES



ANNUAL CONVENTION 2025

UBIC, partner since 2015



CONNECT FALL EXPO 2024

AmTrust, partner since 2011



ANNUAL CONVENTION 2022

Builders, partner since 2011



YAC GOLF TOURNAMENT 2023

Amwins, partner since 2019

Did You Know? Diamond Partners receive special event perks such as invitations to our Keynote Meet & Greet, priority booth selection, speaking opportunities, and logo placement throughout the event!

PARTNER PROGRAM 2026

BENEFITS

RECOGNITION & ADVERTISING	Diamond \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,000
Listing on IIAG Partner in Progress webpage	Logo & Link	Logo & Link	Name & Link	Name Only
Recognition on IIAG homepage rotating banner	●			
IIAG newsletter advertisements (5,000+ subscribers)	●	●	●	●
Partner Listing in each issue of IIAG Magazine	●	●	●	●
NEW! Opportunity to share Partner Content in newsletter	●	●	●	
Recognition on banner advertisement in IIAG Newsletter	●			
Recognition as Partner at IIAG events	Logo	Logo	Logo	Name Only
Partner Feature in IIAG Magazine	●			
Promotion of Partner webinars	●	●	●	
NEW! Company listing on Georgia Marketplace Report	Logo	Logo	Name Only	Name Only
ACCESS & INFORMATION				
Exclusive use of IIAG Logo	●	●	●	●
Access to IIAG Member List upon request	●	●		
Events Attendee List upon request	Full List	Full List	Full List	Agency Name Only
Invitation to join IIAG Board and leadership at select meetings	●			
Access to Annual Georgia Marketplace Reports	●	●	●	●
Subscription to IIAG's member mailings & email newsletter	●	●	●	●
Subscription to IIAG's Dec Page Quarterly Magazine	●	●	●	●
ADVOCACY				
Invitation to Big 'I' Legislative Conference in D.C.	1 Registration	Member Price	Member Price	Member Price
Invitation to IIAG Legislative Day at the Georgia Capitol	●	●	●	●
Invitation to attend IIAG Legislative Luncheon	●			
YOUNG AGENTS (YAC)				
Recognition of Sponsor at YAC Sales & Leadership Conference	Logo	Logo	Name Only	Name Only
Invitation to attend YAC Sales & Leadership Conference	●	●	●	●
Priority given to be a YAC Board of Directors company liaison	●			

Benefits continued on next page....

PARTNER PROGRAM 2026

BENEFITS

EVENTS	Diamond \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,000
Recognition as Partner at IIAG Events	●	●	●	●
Logo displayed on specialty event banner	●	●		
Podium time at select events through agent prize drawings	●			
Invitation to VIP event receptions with Board of Directors	●	●		
Premium sponsorship at Annual Meeting & Fall Expo	●	●		
Recognition on event Partner In Progress slideshow	Logo	Logo	Name Only	Name Only
Logo featured on event table tents	●			
Annual Convention booth and 1 attendee	●	●	\$1350	\$1650
Annual Convention additional attendees	1 free + \$350 pp additional	\$350 pp additional	\$350 pp additional	\$350 pp additional
Priority selection of booth at Annual Convention & Fall Expo	1st	2nd	3rd	Assigned
Fall Expo booth and 1 attendee <i>(booth subject to availability)</i>	●	●	●	Member Price
Opportunity to invite complimentary agency guest to Fall Expo	●	●		
Invitation to attend IIAG Spring Board Retreat	●			
Exhibitor Logo featured on event webpage & social media	Logo & Link	Logo & Link	Logo & Link	Logo
Opportunity for Additional event sponsorships	●	●	●	●
NEW! Opportunity to invite complimentary agency guest to WIN	●	●		

ADDITIONAL SPONSORSHIPS

Throughout the year, IIAG has additional sponsorship opportunities available for our partners. These opportunities are on a first come first serve basis. Pricing may vary.

ESTIMATED PRICING

Annual Convention (June 4-6)

Welcome Reception Sponsor: \$600

Live Band Sponsor: \$600

Friday Dinner Sponsor: \$1,500

YAC Cornhole Tournament (June 6)

at IIAG Annual Convention

Open Bar Sponsor: \$500

YAC Wine Toss (June 6)

at IIAG Annual Convention

Bottle Sponsor: \$50

YAC Sales & Leadership Conference (Feb. 11-13)

First Timer Happy Hour: \$200

YAC Night Out: \$200

Women in Insurance Luncheons

Thrive Sponsor: \$300

Inspire Sponsor: \$500

YAC Golf Tournament (March 26)

Major Sponsors: \$1,500-\$6,000

Course & Contest Sponsor: \$500-\$2,000

ADDITIONAL INFORMATION

— FREQUENTLY ASKED QUESTIONS

Can I upgrade partner levels at any time?

Yes! You can upgrade your partner level at any time during the year if you decide to take advantage of additional benefits. Please contact us for details!

What is considered shared content?

Any article or blog written by or about the partner, or any relevant insurance topic can be shared in our News Brief.

Examples include: Partner webinars, events, important policy changes, insurance industry updates, etc. Readers should feel that the article is educational, rather than an advertisement.

What is required to submit shared content?

- Link to the full article/ event info/ blog on published site
- Photo/header 600 pixels wide x 600 pixels tall (or we will use a relevant stock image)
- If the material is time sensitive, for example an upcoming webinar or event, please let us know so we can make sure the information is shared prior to the event

What is required to submit a News Brief advertisement?

- Size: 600 pixels wide x 600 pixels tall
- Resolution - 72 pixels per inch or higher
- Format - .png, .eps or .jpg
- A link to the company website/ landing page for the advertisement

Do you have examples of News Brief advertisement?

You can view examples of News Brief advertisements by visiting www.iiag.org/news/ and clicking on a past publication. News Brief ads are published below the articles in our weekly newsletter.

When can I expect to see my advertisements?

Once you send us an advertisement, we will build it into our content calendar. Typically, the ad will be run within the next few weeks in the IIAG News Brief. The amount of times the ad is run depends on when the ad is received during the partner year and partnership level.

Who will see my ads and shared content?

The News Brief is delivered weekly to over 5,000 IIAG members & partners in the state of Georgia. This list includes agency principles, producers, young agents, brokers, marketing representatives, as well as other member/partner staff and those involved in the independent insurance community.

How can I advertise in the IIAG Magazine, DEC Page Quarterly?

Our quarterly magazine is published by Naylor and offers exclusive print & digital advertising opportunities to our partners! For more information visit www.officialmediaguide.com/iiag/

Who can I contact if I still have questions?

For questions regarding our Partner Program or Partner Benefits, please contact:

For questions regarding Partner marketing or advertising opportunities, please contact:



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THANK YOU 2025 PARTNERS

DIAMOND PARTNERS

AMWINS®

GEORGIA AGENTS
GAMS
MANAGEMENT SERVICE



JENCAP®



NORTH POINT
UNDERWRITERS

PROGRESSIVE®

RT
RYAN TURNER
SPECIALTY

RYAN
SPECIALTY
UNDERWRITING
MANAGERS

SouthernTrust
Your Trusted Insurance Company Since 1908

GOLD PARTNERS

ascend

builders



CHUBB®

icwGROUP
Insurance Companies

INSUREtrust

ORION180



Synergy Comp
Your Workers' Compensation Solution

UBIC
get comp!
STABILITY • SECURITY • SERVICE

SILVER PARTNERS

Acuity
AiA
AgriTrust of Georgia
AmTrust
Burns & Wilcox

Capital Premium Financing
Columbia
CRC Benefits
Enterprise Holdings
GAIN

GA Underwriting Assoc.
Insurance House
Keystone
Markel
Midland National

National General
Preferred Specialty
SE Personnel Leasing
Summit
Universal North America

BRONZE PARTNERS

Accident Insurance Company
AF Group
Agency Performance Partners
American Collectors
American Property Casualty
Amynta Work Comp Solutions
Aru Solutions
Assure Alliance
Auto-Owners
Berkley Aspire
BerkleyNet
Berkshire Hathaway GUARD
Central
Convelo
Cover Desk
Cowbell
Donegal
EMC Insurance
Encova Insurance

FCCI Insurance Group
FFVA Mutual
Frankenmuth Insurance
Frontline Insurance
GotoPremium Finance
Grange
Hagerty
Hall, Bloch, Garland and Meyer
Hall, Booth, Smith
Hanover
Harford Mutual
Hawksoft
Honeycomb
IdealTraits
Insurance Program Managers Group
InsurBanc
Ironpeak
J. M. Wilson
Jackson Sumner & Associates

JIMCOR Agencies
Main Street America Group
Mercury Insurance
Nationwide
Normandy
Openly Insurance
Open Road
Orchid Insurance
PA Lumbermen
Philadelphia
REInsurePro
Risk Placement Services
SALT
Selective
Service Guarantee & Surety
SmartChoice
SIU
Society Insurance
South Shore Ins. Underwriters

SNA
Stonetrust Workers' Comp
Strategic Comp
TAPCO Underwriters
The Zenith
Travelers
Treaty Oak Agency
TypTap Insurance
US Premium Finance
USG Insurance Services
Utica National
Vortex
WAHVE
Westfield Insurance
Wright Flood
XPT Specialty
XS Brokers