2027

PARTNER IN PROGRESS PROGRAM GUIDE

Connecting Georgia agencies and company partners since 1897.



IIAG
Independent Insurance Agents of Georgia, Inc.

Trusted Choice®

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

IIAG Independent Insurance Agents of Georgia, Inc. | Trusted Choice | Young Agents

OUR COMMUNITY

Member Agencies	Member Agents	Young Agents
633	4,680	1,050

Convention Attendees	Monthly Website Visits
540	2,000

Facebook Fans	LinkedIn Followers	Email Subscribers
2.2k	2.7k	5.2k

Magazine Recipients	Event/Webinar Attendees
4,700	1,800

PARTNERS IN PROGRESS

Let's talk partnership!

Amber Mellars
Director of Partnerships
Amellars@iiag.org
(770) 458-0093 ext. 103

ASSOCIATION EVENTS 2027

GET CONNECTED

YAC SALES & LEADERSHIP CONFERENCE

Event Date: February 10-12, 2027
Location: Athens, GA

PAST PRESIDENTS & BOARD OF DIRECTORS SPRING RETREAT

Event Date: February 25-28, 2027
Location: Maclemore Resort, Rising Fawn, GA

♦ *Diamond Partners Only*

WILL WESTON IV YAC GOLF CLASSIC

Event Date: March 25, 2027
Location: Athens, GA

BIG "I" LEGISLATIVE CONFERENCE

Event Date: April 7-9, 2027
Location: Washington, D.C.

IIAG ANNUAL CONVENTION

Event Date: June 3-5, 2027
Location: Amelia Island, FL

CONNECT FALL EXPO

Event Date: October 13-15, 2027
Location: Athens, GA

Renew partnership by January 15, 2027 to attend upcoming events!

1,800+

ANNUAL EVENT ATTENDEES



ANNUAL CONVENTION 2026

Jencap, partner since 2014



CONNECT FALL EXPO 2024

AmTrust, partner since 2011



ANNUAL CONVENTION 2022

Builders, partner since 2011



YAC GOLF TOURNAMENT 2026

UBIC, partner since 2015

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 2027

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 2027

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 *(booth subject to availability)*	●	●	●	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 3-5)
Welcome Reception Sponsor: $600
Live Band Sponsor: $600
Friday Dinner Sponsor: $1,500

YAC Cornhole Tournament
at IIAG Annual Convention
Open Bar Sponsor: $500

YAC Wine Toss
at IIAG Annual Convention
Bottle Sponsor: $50

YAC Sales & Leadership Conference (Feb. 10-12)
First Timer Happy Hour: $200
YAC Night Out: $200

Women in Insurance Luncheons (Jan. & Aug.)
Maggiano's Cumberland Mall, Atlanta
Thrive Sponsor: $300
Inspire Sponsor: $500

YAC Golf Tournament (March 25)
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 Innovative and offers exclusive print & digital advertising opportunities to our partners! For more information contact Shannon Patterson at shannon@innovativepublishing.com

Who can I contact if I still have questions?

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



Amber Mellars
(770) 458-0093 ext. 103
amellars@iiag.org.

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



Kayla Marie Jones
(770) 458-0093 ext. 104
kmjones@iiag.org

THANK YOU 2026 PARTNERS

DIAMOND PARTNERS

AMWINS
Arbour Specialty
CRC SPECIALTY
GEORGIA AGENTS GAMS MANAGEMENT SERVICES
IMPERIAL PFS
JENCAP
Johnson & Johnson
Liberty Mutual INSURANCE
NORTH POINT UNDERWRITERS
PROGRESSIVE
Root Insurance Co
SouthernTrust

GOLD PARTNERS

builders
Burns & Wilcox
encova INSURANCE
ICW GROUP Insurance Companies
neural earth
Standard PREMIUM FINANCE MANAGEMENT CORPORATION
Synergy Comp Your Workers' Compensation Solution
UBIC get comp! STABILITY ▪ SECURITY ▪ SERVICE

SILVER PARTNERS

1Fort
Acuity Mutual
AgriTrust of Georgia
AmTrust
Anzen
Aura
Builders Mutual
Capital Premium Financing
Columbia
Foremost
GA Underwriting Assoc.
Insurance House
Keystone
Markel
Midland National
National General
One Alliance
Preferred Specialty
Quote Rush
QuoteWell
REInsurePro
Selective
SE Personnel Leasing
Summit
RT Specialty
Wholesale
Xceedance

BRONZE PARTNERS

AF Partners
Agency Performance Partners
AiA
American Collectors
APCIA
Amynta Work Comp
Aru Solutions
Assure Alliance
Auto-Owners
BerkleyNet
Berkshire Hathaway GUARD
Care West
Central
Chubb
Convelo
Donegal
EMC
Eastern Alliance
Elevate
FCCI
FFVA
Frankenmuth
Frank Winston Crum
Frontline
GotoPremiumFinance
Grange
Hagerty
Hall, Bloch, Garland and Meyer
Hall, Booth, Smith
Hanover
Harford Mutual
Hawksoft
IdealTraits
InsurBanc
INVO 365
Ironpeak
iSurity
ISC
JIMCOR Agencies
Main Street America
MarshBerry
Mercury
Nationwide
Normandy
Openly
Open Road
PA Lumbermen
Philadelphia
PowerBroker AI
Pure
Renaissance Alliance
Risk Placement Services
SALT
SIU
SNA
Stonetrust Workers' Comp
Strategic Comp
TAPCO
The Service Insurance Co.
The Zenith
TPI
Travelers
Trean
USG
US Premium Finance
Utica National
Vortex
WAHVE
Westfield
weSure
Wright Flood
XPT Specialty
XS Brokers