



# **BIG I**

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MARYLAND

# 2023

# Associate Partner Program Guide

PLEASE CONTACT KYRSTEN LANGFORD AT [KYRSTEN@BIGIMD.COM](mailto:KYRSTEN@BIGIMD.COM) FOR ADDITIONAL INFORMATION

2023 ASSOCIATE PARTNER PROGRAM | [BIGIMD.COM/APP](https://BIGIMD.COM/APP)



# Big I Maryland Associate Partner Program

## Support the Independent Insurance Agency System

Associate membership with Big I Maryland gives you direct access to our network of independent insurance agency owners and their staff across the state of Maryland.

Our Associate Partner Program is open to carriers, managing general agents (MGAs), surplus lines agencies, and companies that provide services to the insurance industry. Associate Partners are a critical component of the association's mission to educate, inform, and advocate on behalf of independent agents in Maryland. Participation guarantees your company maximized, year-round exposure to member agencies and their employees.

**Give Your Company A Competitive Edge Over Your Competition**

## Partnership Levels & Pricing

Standard (Bronze) Associate Membership is available starting at \$500.

Big I Maryland also offers enhanced tiers of Associate Membership (Silver, Gold, and Diamond), which provide for increased sponsorship, marketing and business development opportunities. Our Associate Partner Program allows each company to choose a partnership based on the level of interaction and exposure they are looking for with independent insurance agents in Maryland.

**Bronze / \$500   Silver / \$2,000   Gold / \$4,000   Diamond / \$6,000**

### ALL PARTNERSHIP LEVELS INCLUDE THE FOLLOWING

- Listing in the Partner Market Resource Guide distributed to agency members
- Use of Big I Maryland meeting facilities in Glen Burnie, MD (based on availability)
- Prominent year-long recognition on marketing materials (print and digital), website, social platforms, and event signage
- Discounted registration rates for all events and CE seminars
- Free subscription to Maryland Messenger magazine
- Free subscription to Big I Maryland Observe e-newsletter

# 2023 Associate Partner Program

## Partnership Benefits By Level Overview

	Diamond \$6,000	Gold \$4,000	Silver \$2,000	Bronze \$500
<b>Exposure Through Print &amp; Digital Advertising</b>				
Profile in Market Resource Guide distributed to members ★	1/2 page (+logo & photo)	1/2 page (+logo)	1/4 page (+logo)	Business card size (text only)
Prominent year-long recognition on marketing materials (print/digital), website, social platforms & event signage	Logo	Logo	Name	Name
Top-tier logo sign displayed at events & education sessions ★	X	X	X	
Hyperlinked company logo on home page of bigimd.com	X			
Listing on Partners page on bigimd.com	Logo w/ hyperlink	Logo w/ hyperlink	Name w/ hyperlink	Name
Listing on Partners page of Maryland Messenger magazine	Logo	Logo	Name	Name
Listing with hyperlink in Big I Maryland Observe e-newsletter	Logo	Logo	Name	
25% discount on ad rates in Maryland Messenger magazine	X	X	X	
Partner Spotlight in magazine, website & social media ★	All 3	All 3	Website & Social Media	Social Media
<b>Advocacy/Member Agents Access</b>				
Invitation to join Big I Maryland delegation at Big 'I' Legislative Conference in DC ( <i>limit ONE top-level MD rep per company</i> ) ★	X	X		
Invitation to join the Big I Maryland Legislative Day in Annapolis ★	X	X		
Big I Maryland agency member contacts list ( <i>upon request</i> )	Excel	Excel	PDF	PDF
Exclusive opportunity to serve on Big I Maryland Committees ★	X	X	X	X
Use of Big I Maryland meeting space in Glen Burnie, MD	X	X	X	X
<b>Set Your Company Apart From Your Competition</b>				
Recognition on Partners plaque displayed at Big I MD Headquarters	X	X	X	
Recognition at Big I Maryland Board of Directors Meetings	X	X	X	
Exclusive use of Big I Maryland Associate Partner Program logo	X	X	X	X

★ = New benefit for 2023

# 2023 Associate Partner Program

## Partnership Benefits By Level Overview Cont'd

	Diamond \$6,000	Gold \$4,000	Silver \$2,000	Bronze \$500
<b>All Events</b>				
Advanced priority attendee & exhibitor registration/space selection at reduced pricing w/ complementary attendees ( <i>access by level</i> )	1st	2nd	3rd	4th
Customized sponsorship recognition that includes at item with your company logo to increase visibility at events ★	X	X		
Two weeks' priority exhibit space selection	1st	2nd	3rd	4th
Exclusive Partner-identifying exhibitor signage for increased visibility at events ★	X	X	X	
<b>Annual Conference &amp; Trade Show</b>				
Recognition on Partners Banner displayed at event	Logo	Logo	Name	
Complimentary or discounted exhibit booth space ( <i>must register to redeem this benefit</i> )	Comp	50% Discount	25% Discount	
Full registration ( <i>additional exhibitor or company rep attendee</i> )	3	2	1	
Exclusive sponsorship of individual session ( <i>classroom</i> ) sponsor	X	X	X	
<b>Maryland Young Agents Committee (YAC) Events</b>				
General recognition as sponsor of Maryland YAC	X	X	X	
Priority given to be a YAC company liaison	X	X	X	
Invitation to attend YAC outings and events	X	X	X	X
Discounted registration to YAC outings and events	X	X	X	X
<b>Education Seminars/Events</b>				
Exclusive CE seminar sponsorship ( <i>session of choice</i> )	3 Seminars	2 Seminars	1 Seminar	
Exclusive sponsorship of Big I Maryland CE Day through ABEN	X	X	X	
Exclusive sponsorship of National ABEN Day ( <i>virtual CE event</i> ) ★	X	X	X	
<b>Partner Virtual Showcase</b>				
Opportunity to participate in virtual showcase to share your products and services with agency members ★	X	X	X	

★ = New benefit for 2023

# Associate Partner Program 2023 Pledge Form



**Pledge form due by December 30, 2022 | Payment due no later than January 30, 2023**

**We want to become a Partner at the selected level:**

Bronze Level - \$500     Silver Level - \$2,000     Gold Level - \$4,000     Diamond Level - \$6,000

**Organization Name:** \_\_\_\_\_  
(Print EXACTLY as it should appear on signage/materials)

Mailing Address: \_\_\_\_\_  
(City/State/Zip)

Street Address: \_\_\_\_\_  
(City/State/Zip)

Website: \_\_\_\_\_

**Main Contact Name:** \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
(City/State/Zip)

Main Contact Email: \_\_\_\_\_ Main Contact Phone: \_\_\_\_\_

**Additional Contact Name:** \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
(City/State/Zip)

Contact Email: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

**Submit complete form to:**

**Kyrsten Langford**  
2408 Peppermill Dr., Ste A Glen Burnie, MD 21061  
kyrsten@bigimd.com

**We need your logo!**

Email a high resolution logo file to  
kyrsten@bigimd.com.

*You will be invoiced and sent payment instructions once pledge form has been received.*