To Whom It May Concern,

The AIIAB wanted to send you this letter is to express the appreciation and need for the support your company provides to our association by maintaining its Sponsorship.

The benefits AIIAB Members receive from the funds and events the AIIAB provides is as follows:

The AIIAB can continue to provide advocacy, education, events, and legislative benefits with the support of its general members and associate members.

In 2020 a large effort was made through the AIIAB in conjunction with its members and associate members to maintain the local independent insurance businesses. With the sponsorship funds we can maintain our leverage with large outside businesses purchasing local independent agencies as well as legislative insurance law changes that effect these agencies. The tools the Big “I” provides to its members such as online business comparison, enhancing company relationship both internally and externally, customized flyers with the Trusted Choice branding and especially the perpetuation resources are all imperative to their success.

The education opportunities both within our conventions and provided during the calendar year are highly depended on and utilized to their fullest extents. Sponsorship funds allow us to purchase venues, pay instructors for their services and purchase necessary equipment.

With the limitations on convention in 2020 our efforts were put forth in association growth and with those efforts the AIIAB won the National Big “I” Membership Growth Award for 2020. This was possible through the resources the Big “I” provides, its members support for one another, the board of directors and most importantly the funds received from sponsors.

The financial condition of the AIIAB is monitored very closely and funds are allocated with the most utmost of care, consideration and used where they would be most beneficial. In the past 2 years we have not received the gaming funds from pull tabs. We are looking at other vendors but in the state of Alaska there is limited access. We have implemented fund raisers, a specific revenue generation committee and are struggling to meet the level of income the gaming funds provided thus relying heavily on sponsorships.

Please see the levels of partnership and corresponding marketing benefits stated for 2021 and the Golf Tournament June 25th in Anchorage and AIIAB Annual Convention and Tradeshow October 19th -21st at The Hotel Captain Cook, Anchorage AK.

2021 Platinum Level Partnership

AIIAB Annual Golf Tournament

* 2 teams of 8 players each
* 1-2 Golf Carts
* 1 Hole Sponsor, signage located at the Hole
* 1st mentioned sponsor group during tournament luncheon
* Signage hung during outdoor tournament and luncheon

AIIAB Annual Convention and Tradeshow

* 2 Full Registrant Fees at Convention
* 1/2 page add /logo located in brochure/schedule – name/logo listed in all registrant packets and shown at registration area
* Name mentioned multiple times throughout convention over loudspeaker
* Signage at a Convention Featured Event, name recognition over loudspeaker
* Prime seating for convention banquet

Services

* AIIAB Members Contact List
* Company Link on AIIAB Website

2021 Gold Level Partnership $4,000 min

AIIAB Annual Golf Tournament

* 1 teams of 4 players each
* 1 Golf Cart
* 1 Hole Sponsor, signage located at the Hole
* 2nd mentioned sponsor group during tournament luncheon
* -Signage hung during outdoor portion of tournament

AIIAB Annual Convention and Tradeshow

* 1 Full Registrant Fee at Convention
* 1/4 page add /logo located in brochure/schedule - name listed in all registrant packets and shown at registration area
* Name mentioned multiple times throughout convention over loudspeaker
* Signage/Logo placed at your sponsored event and company name announced

Services

* AIIAB Members Contact List
* Company Link on AIIAB Website

2021 Silver Level Partnership $2,500 min

AIIAB Annual Golf Tournament

* 1 Attendee
* 1 Golf Cart
* 1 Hole Sponsor, signage located at the Hole
* 3rd mentioned sponsor group during tournament luncheon
* Signage hung during outdoor portion of tournament

AIIAB Annual Convention and Tradeshow

* 1 Full Registrant Fee at Convention
* 1/3 page add /logo located in brochure/schedule - name listed in all registrant packets and shown at registration area
* Name mentioned multiple times throughout convention over loudspeaker
* Signage/Logo placed at your sponsored event and company name announced

Services

* AIIAB Members Contact List
* Company Link on AIIAB Website

2021 Bronze Level Partnership $1,500 min

AIIAB Annual Golf Tournament

* 1 Hole Sponsor, signage located at the Hole
* 4th mentioned sponsor group during tournament luncheon
* Signage hung during outdoor portion of tournament

AIIAB Annual Convention and Tradeshow

* 1 Full Registrant Fee at Convention
* 1/4 page add /logo located in brochure/schedule - name listed in all registrant packets and shown at registration area
* Name mentioned multiple times throughout convention over loudspeaker
* Signage/Logo placed at your sponsored event and company name announced

Services

* AIIAB Members Contact List
* Company Link on AIIAB Website

2021 Associate Membership $500

Services

* AIIAB Members Contact List
* Company Link on AIIAB Website

We truly cannot express how much we appreciate your continued dedication to the independent agents and brokers in Alaska.

Thank you,

Kristin Taylor

Alaska Independent Agents and Brokers, Inc.

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