

# 2021 INDUSTRY PARTNERS

**BIG I** | KENTUCKY

Contact Taylor Lee for more info  
502-245-5432 • [tlee@bigiky.org](mailto:tlee@bigiky.org)

Being an Big I KY Industry Partner guarantees you high-profile, year-long exposure to Kentucky independent insurance agents. You can choose from five sponsorship levels that fit your needs and budget. Your backing makes it possible for Big I KY to develop affordable, quality programs, which enhance the professionalism of Kentucky's independent insurance agents. Many of the perks you receive as a Big I KY Industry Partner are not available to other companies - at any cost! Plus, we will not solicit money from you again this year - BONUS!

**TIME SENSITIVE - FIRST COME, FIRST SERVED**

## 2021 PARTNER PLEDGE

Company \_\_\_\_\_  
Contact Name \_\_\_\_\_ Contact Email \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
Phone \_\_\_\_\_ Website \_\_\_\_\_

### We want to partner with Big I KY at the following level:

- Diamond (\$10,000)
- Platinum (\$7,500)
- Gold (\$5,000)
- Silver (\$3,000)
- Bronze (\$1,500)

### Please add the following a la carte items:

- Agents Legislative Day (\$750)
- Road Show (\$1,500)
- Leadership Conference Beverage Cart (\$500)
- Clay Shoot Lunch (\$2,000)
- Clay Shoot Ammo (\$1,000)
- Clay Shoot Giveaway (\$500)
- Emerging Leader Keeneland Tailgate (\$1,000)

### TOTAL INVESTMENT

Bill Me     Check     Credit Card

Return form to Taylor Lee at  
[tlee@bigiky.org](mailto:tlee@bigiky.org)

Pay online at [bigiky.epaypolicy.com](http://bigiky.epaypolicy.com)

Checks should be made payable to  
Big I Kentucky

and sent to the following address:  
P.O. Box 950100, Louisville, KY 40295

## NEW! IP Advertising Opportunity

\*This advertising opportunity is only available to Industry Partners\*

Every Thursday, our weekly e-newsletter is sent to more than 2500 Big I Kentucky members. For \$100/month, you will receive an ad placement in four or five emails, with the exception of November. We have two advertising spaces available per month. This means two Industry Partners can advertise each month. Each partner may choose your month(s) based on availability. Please email Taylor Lee, Communications Director, at [tlee@bigiky.org](mailto:tlee@bigiky.org) to take advantage of this amazing opportunity.

Specs: Maximum size is 90 - 150 px tall and 600 - 650 px wide. Use RGB colorspace.

Logos and company names are listed in the order pledges are received, so don't delay! We love having you as an Industry Partner and want you to get the most bang for your buck. You must have paid your partnership in full prior to being listed in any publications, including our weekly e-newsletter and quarterly magazine.

Sponsorship Packages	Diamond \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$3,000	Bronze \$1,500
<i>Estimated Value</i>	\$23,560	\$14,130	\$7,850	\$5,260	\$2,830
<b>Membership</b>					
Big I KY Associate Membership for 2021 Calendar Year	✓	✓	✓	✓	✓
Member rates to all Big I KY events	✓	✓	✓	✓	✓
Receive all member correspondence and publications	✓	✓	✓	✓	✓
Access to member-only sections of www.bigiky.org	✓	✓	✓	✓	✓
List of current agency members upon request	✓	✓	✓	✓	✓
<b>Special Recognition</b>					
Recognition on www.bigiky.org and social media platforms	Logo	Logo	Logo	Name	Name
Agents Legislative Day Sponsorship** (1 available)	✓	+ \$500	+ \$500	+ \$500	+ \$500
Road Show Sponsorship** (1 available)	+ \$2000	+ \$2000	+ \$2000	+ \$2000	+ \$2000
Free job posting on Big I KY's Job Board	✓	✓	✓	✓	✓
Listed as Industry Partner in quarterly magazine, <i>Kentucky IA</i> *	Logo	Logo	Logo	Name	Name
Discount on ads in <i>Kentucky IA</i>	10%	5%			
Opportunity to send email through Big I KY to members	✓				
Listing as a Big I KY Industry Partner in e-newsletter*	Logo + hyperlink	Logo	Name		
<b>NEW!</b> Big I KY e-newsletter advertising	FREE Month	\$100/month	\$100/month	\$100/month	\$100/month
<b>Conference and Convention</b>					
Placement on all event promotional material*	Logo	Logo	Logo	Name	Name
Recognition at event	✓	✓	✓	✓	
Company name listing on promotional emails	✓				
Door Prize Sponsorship			✓	✓	
Opportunity to place promo items in attendee packets	✓				
Recognition/Hyperlink in event smart phone app*	Logo	Logo	Logo	Name	Name
Leadership Conference Beverage Cart Sponsorship** (2 available)	✓	+ \$500	+ \$500	+ \$500	+ \$500
Exhibit booth at the Annual Convention Trade Show	1				
Full Convention Registration(s)	3	2			
Complimentary hotel stay during Convention or Conference	2 nights	1 night			
Sponsorship of a Convention event	High Profile Speaker/Event	Event			
<b>Emerging Leader Committee of Kentucky</b>					
Full Conference or Convention Registration for an Emerging Leader agent of your choice!	2	1			
Name listing on promotional emails	✓				
Clay Shoot Lunch Sponsorship** (1 available)	+ \$2000	+ \$2000	+ \$2000	+ \$2000	+ \$2000
Clay Shoot Ammo Sponsorship** (1 available)	+ \$1000	+ \$1000	+ \$1000	+ \$1000	+ \$1000
Clay Shoot Giveaway Sponsorship** (1 available)	+ \$500	+ \$500	+ \$500	+ \$500	+ \$500
Emerging Leader Tailgate Sponsorship** (1 available)	✓	+ \$1000	+ \$1000	+ \$1000	+ \$1000

\* Company is responsible for providing all ad/logo artwork to Big I KY in camera ready PDF, JPG or EPS format.

\*\* Adding these extras will give your company even more exposure! First come, first served.