IIABCal
Independent Insurance Agents & Brokers of California

2027 **SPONSORSHIP** OPPORTUNITIES






HELP US

PROMOTE PROTECT AND **PERPETUATE**

THE INSURANCE INDUSTRY IN **CALIFORNIA**




IIABCal SPONSORSHIP OPPORTUNITIES

HELP US

PROMOTE

Our membership includes thousands of independent insurance agents across the State, and we are continually promoting the independent insurance channel through our events, education, marketing, advocacy, and programs.

6,500+
agent members



PROTECT

We are consistently advocating for the insurance industry in California and the U.S. Our government relations efforts on the State and Federal level continue to have an important impact on the issues affecting our marketplace, including the significant steps that are being taken in our State's property insurance crisis.



$2.5B+
member revenue

PERPETUATE

Our development programs, including opportunities for recruitment, training, future leadership, and DEI, are helping to ensure a healthy insurance industry for the future of California and our country.



THE INSURANCE INDUSTRY IN

CALIFORNIA

ACTIVATE YOUR **BRAND**

IIABCal Blue Ribbon Conference
May 2-6, 2027
Westin Maui Resort & Spa, Ka'anapali



Blue Ribbon Conference

This is our marquee annual event in paradise! Join us for this exclusive, members-only event attended by senior executives from the association's leading member agencies, executives from regional and national insurers, and insurance vendor leadership. This is THE event to connect with the independent insurance agent community of California – all while enjoying the beauty of the islands!



IIABCal INSTALLATION celebration

Installation Celebration

Each year we take time to celebrate the installation of our new Board of Directors, honor award winners, and hear from key industry speakers. Attended by top producers, account managers, agency principals, the emerging and seasoned industry community, as well as association leaders, this is a special event for the insurance community.

ACTIVATE YOUR
BRAND

IIABCal SPONSORSHIP OPPORTUNITIES



IIABCal Leadership Development SERIES

Leadership Development Series

Created in response to member feedback, these programs build and develop Independent Insurance Agents and Brokers as leaders in the community and in the industry.

IIABCal Independent Women SUMMIT
LEADING IN INSURANCE AND IN LIFE
FEBRUARY 26, 2027 • SAN DIEGO



Independent Women Summit

Started in 2024, this event has sold out year after year and is one of our best-reviewed association functions. With leading speakers and intentional time for networking, it continues to grow and expand organically.



IIABCal Professional Development AND TRAINING

Professional Development and Training

We have created a sponsorship-based model for education that provides members quality leading-edge education providers and access to an array of education services.

SPONSORSHIP LEVEL **BENEFITS**

IIABCal

WHAT YOUR BRAND RECEIVES	PLATINUM	GOLD	SILVER	BRONZE Carrier / Vendor
SPONSORSHIP PACKAGE	BY EVENT	$23,500	$14,750	$9,500 / $7,000
SAVINGS VERSUS A LA CARTE	*N/A*	*$2,500*	*$2,500*	*$1,500*
BLUE RIBBON CONFERENCE				
Logo recognition on event website, signage, & event materials	TOP	PROMINENT	ELEVATED	◍
Logo recognition in IIABCal monthly newsletter	◍	◍	◍	
Listing on event mobile app	◍	◍	◍	◍
Social media posts from IIABCal accounts	4	2	1	
Weekly event registration lists and attendee contact info	◍	◍	◍	◍
Location at the Sponsor Stroll	SUPERIOR	SUPERIOR	SUPERIOR	TABLE
Reserved tables at the Mahalo Reception	2	1		
INSTALLATION CELEBRATION				
Complimentary registrations	10	5	3	1
Logo recognition on event website and on-site at event	TOP	PROMINENT	ELEVATED	◍
Dedicated table at event for marketing pieces	◍			
Shared table at event for marketing pieces		◍	◍	
Logo recognition on event promotional materials	◍	◍	◍	
Logo recognition on social media for event promotion	◍	◍		
Sponsor recognition during luncheon presentation	◍	◍	◍	◍
Exclusive promotional opportunity on social and website	◍			
Copy of attendee list	◍	◍	◍	◍
INDEPENDENT WOMEN SUMMIT				
Complimentary registrations	5	2	1	
Logo recognition on event website and on-site at event	TOP	PROMINENT	ELEVATED	◍
Dedicated table at event for marketing pieces	◍			
Shared table at event for marketing pieces		◍	◍	
Logo recognition on event promotional materials	◍	◍	◍	
Logo recognition on social media for event promotion	◍	◍		
Exclusive promotional opportunity on social and website	◍			
Copy of attendee list	◍	◍	◍	◍
LEADERSHIP DEVELOPMENT SERIES				
Logo recognition on program website and promotional materials	N/A	◍	◍	
Company name (no logo) recognition on website and materials	N/A			◍
Sponsor recognition during program sessions	N/A	◍	◍	◍
PROFESSIONAL DEVELOPMENT AND TRAINING				
Logo recognition on program website and promotional materials	N/A	◍	◍	
Company name (no logo) recognition on website and materials	N/A			◍
Company name on all IIABCal-produced webinars	N/A	◍	◍	

A LA CARTE **OPTIONS** SPONSORSHIPS

IIABCal

SPONSORSHIP BENEFITS	LEVEL		AMOUNT	TOTAL
BLUE RIBBON CONFERENCE (BRC) – May 2-6, 2027				
Includes Gold benefits plus Exclusive Top Billing as BRC Grand Sponsor, 4 social media posts, superior location at Sponsor Stroll, 2 reserved Mahalo tables	Platinum		SOLD OUT	
Includes Silver benefits plus prominent listing of brand, 2 social media posts, superior location at Sponsor Stroll, 1 reserved Mahalo table	Gold		$10,000	
Includes Bronze benefits plus elevated listing of brand, 1 social media post, and a superior location at Sponsor Stroll	Silver		$7,500	
Bronze Sponsorship minimum requirement for IIABCal Associate Members to attend the conference and includes company and logo listing on website and onsite during event; listing on event mobile app; attendee lists; and recognition in promotional materials sent to 4500+ members.	Bronze* Carriers		$5,500*	
	Bronze* Vendor		$3,000*	
INSTALLATION CELEBRATION – TBD 2027				
Includes Gold Level benefits plus Top Billing as Grand Sponsor, social media posts, dedicated table for marketing pieces, and a complimentary table of 10	Platinum		$10,000	
Includes Silver Level benefits plus a prominent listing on website & all branded marketing material, logo on social media, shared table for marketing pieces, and 5 comp registrations	Gold		$7,500	
Includes Bronze Level benefits with an elevated listing on all website and branded marketing material, shared table for marketing material, and 3 comp registrations	Silver		$5,000	
Includes brand on the program landing page as well as marketing material, logo on-site during event, recognition at luncheon, attendee list, and 1 comp reg.	Bronze		$2,500	
INDEPENDENT WOMEN SUMMIT - February 26, 2027				
Includes Gold Level benefits plus Exclusive Top Billing and 5 registrations	Platinum		$6,000	
Includes Silver Level benefits with a prominent listing on website and marketing material, logo on social media, as well as 2 comp registrations	Gold		$3,500	
Includes Bronze Level benefits with an elevated listing on website and marketing material, as well as 1 comp registration	Silver		$2,750	
Your brand on the program site page as well as marketing material, attendee list	Bronze		$2,000	
LEADERSHIP DEVELOPMENT SERIES				
Includes Silver Level benefits with a prominent listing on program page and marketing material	Gold		$2,500	
Includes Bronze Level benefits with an elevated listing on program page and marketing material, including logo	Silver		$1,000	
Your brand on the program landing page, marketing material, and during sessions	Bronze		$500	
PROFESSIONAL DEVELOPMENT AND TRAINING				
Includes Silver Level benefits with a prominent sponsor listing	Gold		$2,500	
Includes company name listed on all IIABCal created webinars as well as mention in webinar introductions, inlcuding logo	Silver		$1,000	
Your brand on the program landing page as well as marketing material	Bronze		$500	
		SPONSORSHIP TOTAL		

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