



*"We are Stronger Together"*

Partner's  Program

IIASD represents 400 independent insurance agencies and branches across South Dakota with more than 1,400 employees.

Our members offer property, casualty, life, health, and crop insurance products.

IIASD is affiliated on the national level with the Independent Insurance Agents and Brokers of America (IIABA) and the Trusted Choice® Brand.

### The Power of Partnership

*Independent Insurance Agents of South Dakota's* Partners Program is designed to leverage the power of collaboration and relationship-building. Using a flexible tiered approach, our Partner Program allows each company to choose a partner tier and tailor that level to give them the most return for their investment. Each partner level provides companies with year-round exposure to approximately 250 IIASD member agencies and their employees.

### Investing in Our Shared Future

Your IIASD Partnership is an investment in the professional development and strength of our industry. As partners, we can work together to share ideas and resources that benefit South Dakota agencies....join forces to recruit and retain the next generation of independent agents. We invite you to join IIASD in protecting, promoting and growing the independent insurance agency system in South Dakota.

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**Return your commitment and payment in 2020  
or request an invoice after January 1, 2021.**

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**For more information contact:**  
Carolyn Hofer | Executive Director | [chofer@iiasd.org](mailto:chofer@iiasd.org) | phone: 605-224-6234

# PARTNERS PROGRAM 2021

## Benefits at-a-glance

Partner Levels	Diamond \$7,500	Platinum \$5,000	Gold \$3,000	Silver \$1,500	Bronze \$750
<b>Annual Convention-October 10th-12th, Deadwood, SD</b>					
Individual Recognition at event w/speaking time	Banquet	Awards Luncheon			
Free Exhibit Booth	✓	✓	✓	✓	
Free Company Registrations	3 + 3*	2 + 2*	1 + 1*	1 + 1*	
Free Agent Registrations	3 + 3*	2 + 2*	1 + 1*		
Golf Team Sponsorship- Choose team	+4 free golf	✓			
Hole Sponsorship (Pin-prize; signage)	✓	✓			
<b>Young Agent's River Days- June 24th-25th, Pierre</b>					
Speaking Time at Steak Fry	✓	✓			
Free Company Registrations	3 + 3*	2 + 2*	1 + 1*		
Free Agent Registrations	3 + 3*	2 + 2*	1 + 1*		
Sponsor boat w/logo- choose team	✓	✓	✓		
Golf Team Sponsor w/logo- choose team	✓	✓			
Hole Sponsorship (Pin-prize; signage)	✓	✓			
<b>E&amp;O Seminars - June 7th - 10th</b>					
Free Agent Registrations	3 + 3*	2 + 2*	1 + 1*		
Free Company Registration	3 + 3*	2 + 2*	1 + 1*	✓	✓
<b>Farm &amp; Small Town/ Crop Conference-March 31st &amp; April 1st- Mitchell</b>					
Free Company Registrations	3 + 3*	2 + 2*	1 + 1*		
Free Agent Registrations	3 + 3*	2 + 2*	1 + 1*		
Signage and Recognition during event	✓	✓	✓	✓	✓
<b>Advertising/Add't Benefits- All Year</b>					
Recognition in IIASD Newsletter - monthly	✓	✓	✓	✓	✓
FEATURED "Partners of the Month" -full page ad	✓	✓	✓		
Banner Ad on IIASD Website with Hyperlink	2 + 2* months	1 + 1* month			
Recognition on IIASD Website	✓	✓	✓	✓	✓
Logo Link on IIASD Website	✓	✓	✓		
Reduced Advertising in IIASD Newsletter	1/2 page	1/3 page	1/4 page		
IIASD Member Directory	✓	✓	✓		
Sponsor meals & sessions (promo on tables)	✓	✓			

*\*Added free registrations to compensate for lack of events in 2020*

*Benefits can be tailored to optimize your company's emphasis*

# IIASD PARTNERS PROGRAM 2021

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## About your Company

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_

**Become a Partner** ◇◇◇

Return this form to:  
IIASD  
305 Island Drive  
Fort Pierre, SD 57532

## Contact Person

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## Additional Contacts

Please provide email addresses of any additional contacts at your company that you would like to receive IIASD's newsletter and member emails.

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

## Partnership Level and Method of Payment

Diamond - \$7,500

Platinum - \$5,000

Gold - \$3,000

Silver - \$1,500

Bronze - \$750

Check enclosed payable to  
IIASD

Invoice me now

Invoice me after January 1st



**Independent Insurance Agents of South Dakota**

305 Island Drive | Fort Pierre, SD 57532

605-224-6234 | [www.iiasd.org](http://www.iiasd.org)