

BIG 

*Insurers
of Tennessee*

Partner Program

Elevate your industry impact in 2025

Why Partner with Us?

As the leading trade association for independent property and casualty insurance agents in Tennessee, we strive to provide the highest quality of association engagement and benefit for associate member companies. Our industry thrives when agents and associate members connect through strategic opportunities provided by our association.

Our large group of dedicated agency members are the reason that we have achieved success for 131 years. We pride ourselves on serving our agency members with a variety of initiatives that connect them with fellow industry leaders. Insurors of Tennessee has been a catalyst for cultivating longstanding professional relationships amongst our members.

The Partner Program brings to you a strategic marketing platform for you to take advantage of the opportunities to engage with our agency members.

Your participation in the Partner Program for 2025 allows us to build upon a foundation of excellence that supports a vital community of independent agents in our industry.



Partner Impact

Investing into the Partner Program allows for our association to provide a wide variety of programs, events, industry information, and beneficial services that showcase the relevance of an industry trade association as well as distinguish which associated companies are leading the industry through strong commitments to our purpose.

Over 300 independent agencies have joined the Insurors of Tennessee to strengthen their industry resources as they pursue excellence in serving their clients across Tennessee and beyond. Varying in size, location, and market specialties, our agency members are continually seeking new and innovative business opportunities with companies that are active inside the state of Tennessee.

Throughout the year, our Partner Program companies are introduced, recognized, and showcased to our independent agency members.

In a time where businesses are competitively marketing themselves, our Partner Program makes your company known to our expansive list of independent agency members.



EXCLUSIVE EXPERIENCES

Each Partner Investment Package is full of exclusive benefits and experiences that strategically elevate your company presence amongst our independent agency members.

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Annual Convention Sponsorship	Included	Included	Included	Included	Included
Exhibit Booth (+1 Attendee)*	Included	Included	50% off	25% off	10% off
Additional Comped Attendee*	3	3	2	1	
Young Agent Conference Sponsorship	Included	Included	Included	Included	Included
Exhibit Booth (+1 Attendee)*	Included	Included	50% off	25% off	10% off
Additional Comped Attendee*	3	3	2	1	
Display at association events	Logo	Logo	Logo	Name	Name
6 Full-Page ads in <i>The Tennessee Insuror</i>	Included	Included	50% off	25% off	10% off
6 Half-Page ads in <i>The Tennessee Insuror</i>			Included	25% off	10% off
Partner Spread in <i>The Tennessee Insuror</i>	Logo	Logo	Logo	Logo	Name
Company Spotlight Article	Included	Included			
Monthly E-Mail Bulletin Recognition	Logo	Logo	Logo	Name	Name
Spotlight Email to Membership	2	1			
Spotlight Social Media Post	3	3	2	1	
Insurors.org Recognition	Logo	Logo	Logo	Name	Name
List of Agency Members**	Included	Included	Included	Included	Included
Associate Membership***	Included	Included	Included	Included	Included
1-Time Use of Classroom for Seminar	Included	Included	50% off	25% off	10% off
Exclusive Member Webinar Availability	Upon Request	Upon Request	Upon Request		
Agency Member Meeting with Insurors Staff	Upon Request	Upon Request	Upon Request		
Partner Investment Package Price	\$15,000	\$12,500	\$8,500	\$6,000	\$3,500

THE FINE PRINT

*Registration for event is required in order to activate benefit. Some online registrations require discount promo codes. We will communicate these to you ahead of event registration. Insurors does not assume attendance for any partner attendees or exhibit booths.

**Partners will be supplied with list of active Agency Members with main contacts at the beginning of each quarter of 2025. Agent emails are not included with list.

***Associate Membership dues are included in each package. We will not invoice you in June for Associate Member dues.

ADDITIONAL OPPORTUNITIES

Our association is planning to host other membership engagement opportunities that fall outside of the experiences of your Partner Investment Package. We encourage you to explore the opportunity of additional sponsorship commitments that will strengthen your company exposure to our members.



Industry Seminars



Golf Tournament



Clay Shoot



Young Agent Networking Events



WINS Networking Events

FAQs

Insurors of Tennessee understands that you may have questions about the partnership options and benefits. Here are some of the answers we hope will help:

Will this benefit us more than purchasing these items a la carte throughout the year?

Yes. We have built-in opportunities and recognition that will be available to partners only - not to mention the discounts!

Can we pay in installments?

No, all payments must be completed before 12/31/24.

Can we customize our partnership options?

Yes, we recognize that your company may have preferences within your marketing strategy. Each level is customizable with options to meet your specific marketing goals.



Commitment Outline

Select your level

- Diamond Partner Investment Package \$15,000
- Platinum Partner Investment Package \$12,500
- Gold Partner Investment Package \$8,500
- Silver Partner Investment Package \$6,000
- Bronze Partner Investment Package \$3,500

- I want to customize my Partner Investment Package*



Contact Information

Please provide all necessary contacts for Partner Investment Package communication needs including: main contact, billing contact, marketing/communications contact, etc.

Company Name: _____

Main Contact: _____

Phone: _____ Email: _____

Billing Contact: _____

Phone: _____ Email: _____

Marketing/Communications Contact: _____

Phone: _____ Email: _____

Partner Agreement

Please return completed form to jsmith@insurors.org with subject line: '2025 Partner Investment Form'. *Form must be completed and signed before invoice can be issued.*

Company Representative Signature

The Insurors of Tennessee thanks you for your support of our association and its independent agency members.

This partnership does not constitute an endorsement of the partner company's programs or products by Insurors of Tennessee. The partner company may advertise themselves as a "Proud Member of Insurors of Tennessee and its Trusted Choice agents" only. Details of this proposal are between Insurors and the partner company only and should not be released or distributed. Partnership applies to 2025 only, and no refunds may be granted after payment has been submitted or 1/1/25, whichever comes first