



2025 PARTNER OPPORTUNITIES

VERMONT INSURANCE
AGENTS ASSOCIATIONSM

CONNECT WITH OUR MEMBERSHIP

SIGN UP TO BE A PARTNER >>

You are invited to join the 2025 Green Mountain Partner Program of the Vermont Insurance Agents Association (VIAA). We created this program for our insurance companies, wholesalers and vendors that support VIAA on an on-going basis. Becoming a Green Mountain Partner guarantees you high-profile, year-long exposure to VIAA Members. Four levels of participation are available: Platinum, Gold, Silver, and Bronze.



The Partner Benefits table provides the benefits for each participation level. It's a win-win for VIAA and its partners. We provide you a one-stop approach to supporting VIAA and its members. Green Mountain Partner Program saves your company from repeated solicitation and maximizes your visibility to the Vermont Independent Agent Community throughout the year.

BENEFITS

Support the Agency Distribution System	Your support makes it possible for VIAA to deliver affordable, quality programs that enhance the professionalism of Vermont's independent agents.
Significant Savings	The value of the various benefits you receive as a Green Mountain Partner far exceeds the individual costs associated with those services (see table for details).
Unique Perks	Many of the perks you receive as an Green Mountain Partner are only available to the Partners Program Companies. Perks include: direct email ads, website recognition, and Annual Conference sponsorship.
First Pick	Green Mountain Partners are guaranteed first opportunity of sponsorships and selection of exhibit space at our Annual Convention.



PARTNER BENEFITS

All partner levels receive annual associatemembership.

PLATINUM \$6,300	GOLD \$4,800	SILVER \$3,600	BRONZE \$2,250
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SPECIAL RECOGNITION

	PLATINUM	GOLD	SILVER	BRONZE
Partner’s Recognition at all VIAA Events	Logo	Logo	Logo	Name listed
Partner Program Listing on viaa.com	X	X	X	X
Complimentary Classroom Use (based on availability/ access)	2 Day/Year	1 Day/Year	1 Day/Year	
Social Media Tagging/Company Spotlight	2x Year	1x Year		
Partner Provided Video on Social Media	2x year	1x year		

ANNUAL CONVENTION 2024

Sponsorship Recognition	X	X	X	X
Exhibitor Booth	X			
Event Recognition	X	X	X	X
Full Convention Registration	4	3	2	1

ANNUAL GOLF OUTING

Golf Registrations	4	2	1	1
Golf Hole Sponsorship	2	1	1	

EDUCATION

Education Programs Member Rates	X	X	X	X
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ADVERTISING

Banner Ad* on Monthly INK Digital Newsletter	4x Year	2x Year	1X Year	
Agency Principal Email Banner Ad*	2x Year	1x year		

PACKAGE VALUE	\$10,600	\$7,500	\$6,200	\$4,000
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**2025 Email Banner Ad Sizes
Width: 800-1700px | Height: 150-200px. Please provide by the 6th of each month for inclusion in monthly newsletter.*



CONTINUING EDUCATION SPONSOR

Unlimited Opportunities | Runs from March 2025-March 2026

\$1,000-\$5,000

Keep your sales channel on track with their continuing education (CE) requirements by sponsoring VIAA classes.

- Opportunity to present to attendees - virtually or in person.
- Distribute product information to attendees.
- Underwrite presenter fees & expenses.
- Company logo included in promotional campaigns & website.
- Recognition in Educational newsletter.

SCHOLARSHIP SPONSOR

Unlimited Opportunities

\$1,800

Fully sponsor 1 Vermont Evolving Leaders to attend either the Big "I" Legislative Conference in Washington, D.C., or the Young Agents Leadership Institute with YACs from across the country.

Sponsorship Benefits

- Logo recognition on the Evolving Leaders Web Page.
- Logo recognition on Evolving Leaders signage.
- Logo recognition in the Evolving Leaders News Brief.



**VERMONT
EVOLVING
LEADERS**



SAVE THE DATE!
JULY 31, 2025

Vermont National
South Burlington

ANNUAL GOLF OUTING SPONSORSHIP

PREMIER SPONSOR

One Opportunity

\$2,500

- Special recognition at the award ceremony
- Logo recognition on the VIAA website
- Hole sponsor
- Logo recognition on signage

LUNCH SPONSOR

One Opportunity

\$1,500

- Boxed lunches distributed throughout the course (option to add branded sticker)
- Logo recognition on the VIAA website
- Logo recognition on tournament signage

DRINK TICKETS

Two Opportunities

\$1,200

- Logo recognition on drink tickets & signage

PRIZE SPONSORS

One Opportunity

\$600 / 1ST PRIZE (1)

\$400 / 2ND PRIZE (1)

\$200 / LONGEST DRIVE (2)

\$200 / CLOSEST TO THE PIN (2)

HOLE IN ONE/AIR CANNON SPONSOR

- Opportunities Available. Please reach out to Sarah Ribera for information.





2025 CONVENTION SPONSORSHIPS

We invite you to participate in one of the top insurance events in Vermont, an event aggressively promoted to CSRS, producers, and principals, across the state. With sponsorship options available throughout the program you're sure to find just the right opportunity to suit your budget and marketing objectives.

CHAMPIONSHIP SPONSOR / \$5000

1 Opportunity

- Premier Sponsor of entire VIAA convention.
- Podium recognition at the event.
- Logo on pre-event marketing, website & emails.
- Logo on onsite printed and digital signage.
- List of registered attendees prior to event
- Opportunity for gift placement in the registration packet.
- Four (4) full event registrations.

MVP LUNCH SPONSOR / \$2000

1 Opportunity

- Host of lunch on Wednesday
- Logo on pre-event marketing, website & emails.
- Logo on onsite printed and digital signage.
- List of registered attendees prior to event
- Opportunity to present gift to attendees at registration.
- Three (3) full event registrations.

GAME DAY GIFT SPONSOR / \$1750

1 Opportunity

- Sponsor of registration gift for each attendee with company logo.
- Logo on pre-event marketing, website & emails.
- Logo on onsite printed and digital signage.
- List of registered attendees prior to event.
- Two (2) full event registrations.

MVP PRESIDENT'S RECEPTION SPONSOR / \$1,500

1 Opportunity

- Host of Wednesday evening's President/Welcome Reception.
- Logo on pre-event marketing, website & emails.
- Logo on onsite printed and digital signage.
- List of registered attendees prior to event.
- Two (2) full event registrations.

TOUCHDOWN COCKTAIL RECEPTION / \$1500

1 Opportunity

- Host of Thursday night's reception.
- Logo on pre-event marketing, website & emails.
- Logo on onsite printed and digital signage.
- List of registered attendees prior to event
- Two (2) full event registrations

ALL-STAR FOOD & BEVERAGE SPONSOR / \$1500

4 Opportunities

- Logo on drink tickets, menus & other dinner signage (as applicable).
- Logo on pre-event marketing, website & emails.
- Logo on onsite printed and digital signage.
- List of registered attendees prior to event.
- Two (2) full event registrations.

2025 CONVENTION SPONSORSHIPS

SUPPORTING SPONSOR / \$1,500

2 Opportunities

- Breakfast sponsor on either Wednesday or Thursday last day or break sponsor.
- Logo on pre-event marketing, website & emails.
- Logo on onsite printed and digital signage.
- List of registered attendees prior to event.
- Two (2) full event registrations.

BRANDING SPONSOR / \$1200

1 Opportunity

- Logo printed on convention lanyard.
- Logo on pre-event marketing, website & emails.
- Logo on onsite printed and digital signage.
- List of registered attendees prior to event
- One (1) full event registration.

VIAA TICKET SPONSOR / \$1200

1 Opportunity

- Sponsor of the scavenger hunt prize
- Logo recognition on attendee passport.
- Logo on pre-event marketing, website & emails.
- Logo on onsite printed and digital signage.
- List of registered attendees prior to event.
- One (1) full event registration.

EDUCATION SPONSOR / \$500

3-5 Opportunities

- Continuing education sponsor of one-hour long CE session
- Logo on pre-event marketing, website & emails.
- Logo on onsite printed and digital signage.
- List of registered attendees prior to event.

FIELD GOAL SPONSORS / \$500

Multiple Opportunities

depending on activities & entertainment at convention ie. Photo booth, DJ, ice cream truck, etc.

- Recognized sponsor of selected sponsorship type
- Logo on pre-event marketing, website & emails.
- Logo on onsite printed and digital signage.
- List of registered attendees prior to event.

EXTRA POINT PRIZE SPONSOR / \$100-\$500

Unlimited Opportunities

Donate to allow our Evolving Leaders to purchase items to raffle for charity. Every year a Vermont charity is selected, and our attendees are allowed to purchase additional tickets to support this fun event.

SIGN UP TO BE A SPONSOR >>



**2025 CONVENTION
OCT 1-3 BURLINGTON**

