



ACT Supporting Partner Benefits Overview

Showcasing Your Commitment to Innovation in the Independent Agency Channel

Welcome to the ACT Community

As a Supporting Partner of the Agents Council for Technology (ACT), you are part of a collaborative, forward-thinking network which brings together independent agents, carriers, technology providers, and industry groups committed to the success of the independent agent channel. Your partnership helps drive innovation, collaboration, and progress across the industry.

While ACT partnerships may not offer immediate or direct ROI, they represent a strategic investment in the health and future of the independent agency system. By aligning with ACT, your organization demonstrates its commitment to supporting the broader industry ecosystem and advancing technology-driven solutions that benefit all stakeholders.

This overview outlines the many ways you can engage with ACT and maximize the value of your sponsorship. While this document is not a formal agreement, it serves as a guide to the opportunities available to you as a valued partner.

1. Partner Recognition

Your organization's logo will be featured on ACT's Supporting Partners page and included in select promotional materials. This visibility highlights your commitment to the independent agency channel and reinforces your role as a valued supporter of industry innovation and collaboration.

👉 View Supporting Partners: <https://www.independentagent.com/act-partners/>

2. Exclusive Workgroup Participation

Join ACT's reimagined workgroups—open exclusively to Supporting Partners and Big "I" member agents. These groups focus on key industry topics and benefit from the insights of agents, carriers, tech providers, and associations.

👉 Explore workgroups: <https://www.independentagent.com/act-work-groups/>

👉 Sign up: <https://lp.independentagent.com/actworkgroup>

3. Access to ACT Events

Attend ACT's in-person and virtual events, where thought leaders gather to explore how technology is shaping the industry. Opportunities may include speaking on panels, moderating roundtables, and networking with key stakeholders.

👉 View upcoming events: <https://www.independentagent.com/technology-events/>

4. ACT News Contributions

Subscribe to ACT News—our bi-monthly newsletter—and stay informed on events, alerts, and updates. You're also invited to contribute thought leadership articles (typically 800–1,000 words) that are not direct marketing pieces but provide insights and education to our audience.

👉 Subscribe: <https://lp.independentagent.com/manage-subscription-preferences>

👉 Read past issues: <https://www.independentagent.com/news-type/act-news/>

👉 Some contributions to ACT News may be selected for publication in the Big “I” ‘s Independent Agent Magazine: <https://www.iamagazine.com/>

5. Co-Produced Webinars

Collaborate with ACT on educational webinars that help agents make smart technology decisions. Topics should be informative and solution-oriented—not promotional.

👉 Webinar info: <https://www.independentagent.com/learn/webinars/>

6. IMPACT Video Series

Submit a short (30-second to 2-minute) video on a tech-related topic for our IMPACT video series. These are shared across ACT and Big “I” social media channels and featured on our website.

👉 IMPACT videos: <https://www.independentagent.com/agency-management/technology/#impact-videos>

7. Social Media Engagement

Follow ACT on LinkedIn to stay connected and amplify your visibility. We regularly highlight partner contributions, events, and resources.

👉 ACT LinkedIn: <https://www.linkedin.com/company/65907589>

8. Proud Supporter Recognition

Showcase your support with our “[Proud Supporter of ACT](#)” badge and ready-to-use messaging for social media and communications. These materials help you highlight your commitment to the independent agency distribution channel.

Let's Keep the Momentum Going

We're excited about your interest in an ACT partnership and look forward to sharing more about ACT so you can determine how it aligns with your organization's goals and priorities.

Annual Partnership Investment			
<i>All pricing based on employee count</i>			
Carriers		Solution Providers	
<350	\$3,500	<35	\$3,500
350-700	\$6,500	35-70	\$6,500
>700	\$12,500	>70	\$12,500

Active Subsidiary Brands
\$2,000 flat fee per brand
(fees capped at 3rd subsidiary brand)