



BIG 'I' YOUNG AGENTS COMPANY PARTNER OPPORTUNITIES GUIDE



Empowering Trusted Choice®
Independent Insurance Agents.





EMPOWER AND CONNECT WITH THE NEXT GENERATION OF LEADERS TODAY.

The National Young Agents program is proud to have been part of the Big "I" for over 30 years. Thousands of independent insurance agents have been active members of the Young Agents program and continue to lead in their agencies and in their communities.

At the National level, we are committed to equipping emerging leaders with the knowledge, skills, and insights necessary for long-term success in the insurance industry. Demonstrate your organization's commitment to the future of the IA channel by supporting the development of emerging leaders across the country and transform their vision for success into action.

Your support of the National Young Agents program helps us develop resources to support emerging leaders and Young Agents committees across the United States. It also allows to provide quality educational events, offer scholarships for first-time attendees, and much more!

READ ON TO LEARN MORE ABOUT SPONSORSHIP OPPORTUNITIES AVAILABLE FOR 2027.



REACH EMERGING LEADERS.

Our mission is to engage, educate, and elevate the next generation of independent insurance agents. We want to make it easy for your company to connect with this priceless audience by creating a community of nationwide leaders who are dedicated to serving their industry.

NATIONAL EVENTS

YOUNG AGENTS LEADERSHIP INSTITUTE | OCTOBER 1-3, 2026

Hilton Baltimore Inner Harbor | Baltimore, MD

Your brand will be front-and-center at this annual education and networking event for the industry's top Young Agents. You will get an insider look at the successes and challenges of emerging leaders and the opportunity to network with agents one-on-one.

LEGISLATIVE CONFERENCE | APRIL 5-7, 2027

The Westin Washington DC Downtown Hotel

The Big "I" National Young Agents program offers two \$500 scholarships for each state to send first-time attendees to the industry's premier legislative event. Attendees are immersed in the legislative experience and sponsors get a chance to connect with young professionals who are invested in the independent agency system.



"National General is proud to invest in the Big I Young Agents Committee. Our focus on innovative technology and tailored products reflects what young agents value most—tools that help them exceed client expectations and grow their businesses. This partnership delivers meaningful benefits for young agents while strengthening National General's connection to the next generation of industry leaders. The YALI Conference is a breath of fresh air—filled with excitement, energy, and inspiration that rejuvenates everyone who attends!"

~ Bryan Rose, Regional Sales Manager, National General

NATIONAL YOUNG AGENTS COMMITTEE.

MISSION OF THE COMMITTEE

The **National Young Agents**

Committee (YAC) assists Young Agents, state associations, and volunteers in revitalizing and strengthening their programs. Members of the National YAC are available to all states to provide hands-on expertise in building vibrant, valuable Young Agents programs. They are also available to support you with any initiatives and programs that may need the perspective of young professionals, or connect you with other emerging leaders.

Members of the National YAC are committed to supporting the growth and development of Young Agents across the United States. Throughout the year, they lead:



Bi-monthly Virtual Calls with Young Agents Nationwide



Quarterly Company Partner Update Calls



Monthly Strategic Planning Committee Meetings



Implementation of GIVE Movement from June 1-10



Exclusive Events at Legislative Conference



The National Young Agents Leadership Institute



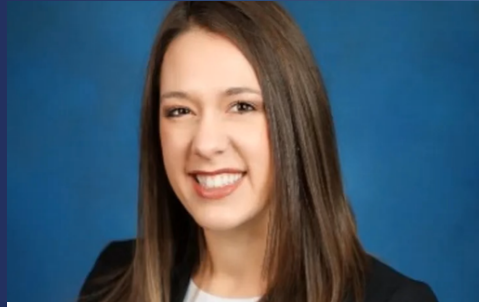
2026 NATIONAL YAC MEMBERS



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SPONSORSHIP LEVELS.

PLATINUM | \$12,500

- Opportunity to share a 1-minute engaging Ted-Talk style video during the Young Agents Leadership Institute.
 - Video will be shared on Big "I" social media following the conference.
- Participation as a judge for the Outstanding Young Agent Committee of the Year awards.
- Access to Young Agents event registration reports.
- Publication space in Young Agents newsletter, sent to 4,400 young professionals nationwide.
- Present on virtual events hosted by the National YAC.
- Verbal recognition at all in-person and virtual Young Agents events.
- Company logo featured Young Agents webpage, signage, and mobile app.
- Exclusive opportunities for "A La Carte" sponsorship.
- **Complimentary Event Access**
 - 2 registrations to Big "I" Legislative Conference
 - 5 registrations to Big "I" Young Agents Leadership Institute

GOLD | \$7,500

- Verbal recognition at all in-person and virtual Young Agents events.
- Company logo featured on Young Agents webpage, signage, and mobile app.
- Access to Young Agents event registration reports.
- Exclusive opportunities for "A La Carte" sponsorship
- **Complimentary Event Access**
 - 2 registrations to Big "I" Legislative Conference
 - 2 registrations to Big "I" Young Agents Leadership Institute

SILVER | \$5,000

- Verbal recognition at all in-person and virtual Young Agents events.
- Company name featured on Young Agents webpage, signage, and mobile app.
- Access to Young Agents event registration reports.
- **Complimentary Event Access**
 - 1 registration to Big "I" Legislative Conference
 - 1 registrations to Big "I" Young Agents Leadership Institute

SPONSOR A YOUNG AGENT | \$1,500

Do you know young, independent insurance agents who would benefit from attending the Legislative Conference and/or Young Agents Leadership Institute? Help get them to these events by sponsoring their attendance!

Each Young Agent sponsorship includes: Event registration, airfare, accommodations, and exclusive breakfast/dinner with sponsored Young Agents.

This opportunity is available for **any** Young Agents sponsor!

A LA CARTE SPONSORSHIP OPPORTUNITIES.

These opportunities are available for Platinum and Gold sponsors only.

LEGISLATIVE CONFERENCE

YOUNG AGENTS EVENT | \$5,000

Make a long-lasting impact on Young Agents while gathered in Washington D.C.! After an exciting day on The Hill, emerging leaders will come together to celebrate their meetings and network with their peers.

Sponsorship includes: Working closely with the National YAC in preparation for this event, Receive logo visibility on all signage and event promotion. Announcement on-site during event.

YOUNG AGENTS LEADERSHIP INSTITUTE

YALI WELCOME RECEPTION | \$2,500

This inaugural welcome reception will be the first official event to kickoff YALI! All YALI participants will be invited and first-time attendees will be recognized. Attendees will have the chance to mingle and get to know other attendees.

Sponsorship includes: Signage onsite, receive logo visibility in event promotional materials. Announcement onsite during the reception.

YALI OFFSITE EVENT | \$5,000

Be the sole sponsor of a one-and-a-lifetime offsite event experience at the Young Agents Leadership Institute. Offsite events vary depending on event location. Previous events: Tour of Indianapolis Motor Speedway (2024) and tour of the Ryman Auditorium (Nashville).

Sponsorship includes: Signage onsite, receive logo visibility in event promotional materials. Announcement onsite during the event.

CONFIRM YOUR SPONSORSHIP.

ARE YOU READY TO INVEST IN THE NEXT GENERATION OF INDEPENDENT INSURANCE AGENTS?

Review the following checklist to take care of next steps:

1

Review the Sponsorship Matrix (next page) to confirm your sponsorship level!

2

Identify a Company Representative who will oversee the Young Agents partnership. Details about the role listed below.

3

Send the following information to Jamie Behymer at jamie.behymer@iiaba.net.

- Company Name (as it should appear on invoice)
- Company Representative First Name and Last Name
- Company Representative Email
- Sponsorship Level: Platinum, Gold, Silver, or Bronze
- Company Payment Method (EFT, Wire, or physical check)

4

A copy of the invoice will be sent to the Company Representative on file. We kindly request invoices are paid within 30 days of receipt.

5

Stay tuned for updates on Company Partner calls and add Young Agents events to your calendar!

COMPANY SPONSOR ROLE & ENGAGEMENT

- Serve as your company's point-of-contact for National Young Agents Committee (YAC) programming
- Receive email updates from National YAC and ongoing communication with Young Agents Staff Liaison (Jamie Behymer)
- Join Young Agents Company Partner calls to stay up-to-date on National YAC initiatives and provide feedback
- Attend the Big "I" Legislative Conference and Young Agents Leadership Institute

SPONSORSHIP MATRIX.

EXCLUSIVE ACCESS TO YOUNG AGENTS EVENTS	PLATINUM \$12,500	GOLD \$7,500	SILVER \$5,000
Complimentary Registrations to Legislative Conference	 2 Registrations	 2 Registrations	 1 Registration
Complimentary Registrations to Young Agents Leadership Institute	 5 Registrations	 2 Registrations	 1 Registration
SPONSORSHIP RECOGNITION			
Company featured on Young Agents Webpage, Signage, and Mobile App			
Verbal Recognition at all In-Person and Virtual Young Agents Events			
Access to Event Registration Reports and State Young Agents Contacts			
Opportunity for "A La Carte" Sponsorship			
Opportunity to Share Ted-Talk Style Video at Young Agents Leadership Institute			
Serve as a Judge of Outstanding Young Agents of the Year Awards			
Opportunity to Present on Virtual Events hosted by the National YAC			

"The Big "I" Young Agents program is a standout in the industry. Partnering with this vibrant community has enriched our agent relationships, sparked new ideas for how we go to market, and given us a unique view into the future of the independent agency system. We're proud to support this important group today and plan to do so for years to come."

~ Casie Bowers, Vice President of Agency Relations, Liberty Mutual



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