2027 SUPPORTING PARTNER PROGRAM

Partner Booklet

A year of visibility, access, and meaningful connection with Michigan's independent agency community.

450+	5,000+	5,200	6,300
member agencies	agents and professionals	email contacts	social followers

JANUARY 1 – DECEMBER 31, 2027

Big I Michigan | michagent.org | sallen@michagent.org

A partnership built for the full year

Big I Michigan brings agency owners, producers, service professionals, carriers, partners, and emerging leaders together. A Supporting Partnership gives your company planned ways to be visible, contribute useful expertise, and build relationships across that community.

Every tier starts with shared access

SHARED BENEFIT	WHAT IT INCLUDES
Partner membership	Full staff subscription to Big I Michigan communications and member pricing where applicable.
Company / Agency Meeting	Eligibility to participate is included for every partner tier.
Event participation	Eligibility for Big I Michigan and NextGen events, with registrations and exhibit benefits based on tier.
Legislative connection	Invitation to Legislative Day and ongoing legislative communications.
NextGen engagement	Eligibility for the NextGen Ambassador program and opportunities to support emerging leaders.

Choose the level that fits your goals

PARTNER TIER	2027 INVESTMENT	POSITIONING
Super Platinum	$22,000	Maximum visibility and event presence
Platinum	$16,500	Premium visibility
Diamond	$12,500	Expanded content and event access
Gold	$8,700	Balanced visibility and event access
Silver	$5,700	Core recognition and event access
Bronze	$3,200	Entry point to year-round partnership

Use the tier comparison on the next page for the full list of benefits and registrations.

2027 Partner Benefits by Tier

Annual partnership comparison | January 1 - December 31, 2027

BENEFIT	SUPER PLATINUM $22,000	PLATINUM $16,500	DIAMOND $12,500	GOLD $8,700	SILVER $5,700	BRONZE $3,200
SHARED PARTNER BENEFITS						
Corporate partner membership & event eligibility	Included	Included	Included	Included	Included	Included
Company / Agency Meeting eligibility	Included	Included	Included	Included	Included	Included
Legislative Day invitation + NextGen Ambassador eligibility	Included	Included	Included	Included	Included	Included
MARKETING & RELATIONSHIPS						
Partner webpage	Profile + logo	Profile + logo	Profile + logo	Name + Link	Name + Link	Name
Event & communication recognition	Premier logo	Logo	Logo	Name + Link	Name + Link	Name
MI Agent partner listing	Logo	Logo	Logo	Name	Name	Name
Full member list	Included	Included	Included	Included	Included	N/A
MI Agent advertising discount	25%	20%	15%	10%	5%	N/A
Partner Perspective articles	2	1	1	1	N/A	N/A
Sponsored content / social shares	4	3	2	1	1	N/A
Private member webinars	2	1	1	N/A	N/A	N/A
Homepage partner recognition	Premier	Featured	Standard	Standard	Standard	N/A
Leadership access	Board presentation	N/A	N/A	N/A	N/A	N/A
EVENTS, EDUCATION & ENGAGEMENT						
Convention exhibit booth	Included	$1,500	$1,600	$1,800	$1,900	$2,000
Convention registrations	5	4	3	2	1	25% off
Sales & Leadership registrations	5	4	3	2	1	$150
Women in Insurance registrations	2	2	1	N/A	N/A	N/A
GLAD registrations	2	2	1	N/A	N/A	N/A
Convention / conference attendee list	Full	Full	Full	Full for attended events	Full for attended events	Agency names
Convention 60-second ballroom video	Included	Included	Included	N/A	N/A	N/A
Convention webpage sponsor recognition	Premier	Prominent	Logo	Name + Link	Name + Link	Name
Classroom sponsor slide / display	Logo	Logo	Logo	Name	Name	Name
Optional Sales & Leadership / GLAD booths	Available separately	Available separately	Available separately	Available separately	Available separately	Available separately

Notes: Convention booth prices are shown where an included booth is not part of the tier. Travel, lodging, shipping, electrical service and optional add-ons are not included unless stated in writing. Complimentary registrations may be transferred to an agency guest with advance approval.

Partner benefits are subject to deadlines, capacity and applicable privacy rules.

2027 events and connection points

A year of flagship education, leadership development, networking, advocacy, and NextGen engagement. Current confirmed event dates are shown with announced locations; items still in planning are identified below.

WHEN	EVENT	LOCATION	WHY IT MATTERS
Feb 22-24	**Big I Michigan Convention & Trade Show**	Amway Grand Plaza Hotel, Grand Rapids	Three days of education, agency connections, industry insights, and trade show.
April, date TBA	**NextGen Lunch & Learn**	Details TBA	Professional learning and peer connection through NextGen.
May 5 **9:00 a.m.-3:30 p.m.**	**Women in Insurance**	Lansing Community College, Michigan Room, Lansing	A day for connection, professional growth, and leadership across Michigan insurance.
May, date TBA	**NextGen Euchre Tournament**	Details TBA	A social and scholarship-fundraising event for the next generation of insurance professionals.
Jun 15-17	**Sales & Leadership Conference**	Radisson Hotel & Suites, Kalamazoo	Welcome reception and awards dinner, followed by two days of sales and leadership sessions.
Aug 5	**NextGen Charity Golf Outing**	Location to be announced	A day of networking and fundraising for the MI Future Foundation scholarship program.
Date TBA	**Legislative Day**	Michigan Capitol; details TBA	Meet with lawmakers and hear about issues affecting independent agencies.
Fall 2027	**Great Lakes Automation Day (GLAD)**	Date and location to be announced	Technology, automation, and agency solutions, with education and exhibitor connections.
December 2027	**Big I Michigan Holiday Party**	Date and location to be announced	A year-end gathering for members, partners, and friends.

Additional NextGen and advocacy programming

NextGen planning: Lunch & Learn (April), Euchre Tournament (May), and the August 5 Charity Golf Outing. Schedules and venues are to be announced.

Legislative Day: Invited partners will receive the date and registration details when announced.

Event information is current as of October 22, 2026 and may change. Check michagent.org for current registration, agenda, and room details.

Make the partnership work all year

A clear activation plan helps your team use the benefits you selected and gives Big I Michigan the information needed to coordinate content, event participation, and recognition.

ACTIVATION STEP	WHAT TO DO
1 Plan	Use the kickoff conversation to identify your audiences, priority offerings, and the events where your team wants to connect.
2 Schedule	Reserve registrations, booths, advertising, articles, webinars, and social shares before published deadlines.
3 Deliver	Provide logos, copy, speakers, and other materials by the agreed dates.
4 Track	Use the tier comparison and your partner checklist to record completed benefits and note upcoming deadlines.

Year-round visibility

MI Agent magazine	Six print issues, with partner listings and discounted advertising by tier. Partner materials report print distribution to nearly 1,200 members and partners, plus digital distribution to 6,000+ recipients.
Email, website, and social	Recognition appears in selected communications and online channels, according to tier and schedule. Partner materials report approximately 5,200 email contacts and 6,300 social followers.
Leadership and advocacy	Connect with agency leaders through Legislative Day, Company / Agency Meetings, NextGen, education programs, and selected leadership settings.

Ready to plan your year?

Sarah Allen
Director of Member Relations & Partnerships
sallen@michagent.org
517-327-8033

Big I Michigan
1141 Centennial Way
Lansing, MI 48917
michagent.org

Event details
Flagship event details
Additional events

The Supporting Partner Program runs January 1-December 31, 2027. Event inventory, attendee information, content placement, and facility use are subject to availability, deadlines, event rules, editorial review, and applicable privacy requirements. Big I Michigan may substitute a reasonably comparable benefit if a program or event changes.