



Where Affinity
Business Grows

Emerging Leaders Workshop Sponsorship Opportunities

Elevate your brand where future affinity leaders gather.

Sponsoring the PIMA Emerging Leaders Workshop gives your brand direct access to up to 50 rising professionals across the affinity insurance industry - future leaders who are shaping the next generation of marketing, product, distribution, and technology roles.

In addition to onsite visibility, your sponsorship is promoted across PIMA's full membership, reaching executive decision-makers at top carriers, brokers, and business partners throughout the affinity insurance ecosystem. This is a unique opportunity to elevate your brand with both emerging talent and the senior leaders who influence strategy, partnerships, and purchasing decisions.

Date: September 22, 2026

Time: 8:30 a.m. to 5:30 p.m.

Place: Chicago, IL

Attendees: Affinity Industry

Emerging Leaders

All sponsorship opportunities include:

- Logo on conference signage
- Logo on workshop landing page
- Digital badge for social media use
- Day-of-event presentation recognition
- Logo in event presentation
- Logo in PIMA member eNewsletter

Second City Signature Series Event Sponsor – \$6,500

Sponsoring the Second City Signature Series positions your organization as a champion of leadership development in the affinity insurance industry.

- This high-energy, experiential session helps emerging leaders build confidence, sharpen communication, and elevate their professional presence. Gain premium visibility by attaching your brand to this exciting session.
- One-minute pitch and opportunity to introduce the Second City team (in person or by video)
- Dedicated social media post co-branded with Second City before and after conference (1 pre-conference, 1 post-conference)

Workshop Registration Area – \$3,500

Own the welcome moment that sets the tone for the entire day.

- Branded signage at the registration table every attendee must visit for their badge
- Optional Branded Item Handout for all Conference Attendees (sponsor must provide - 50 items)

Wi-Fi Sponsor – \$2,500

Your brand becomes the key to staying connected all conference long with a custom branded Wifi network name or password.

Closing Networking Reception – \$2,500

Your brand becomes the final touchpoint of the day as attendees unwind, connect, and build new relationships at the closing reception.

Emerging Leader Supporter – \$1,500

As a Supporter, your logo will be prominently displayed on table signage throughout the event, giving your organization visibility during networking, meals, and group sessions.

Contact Ramona Hopkins at ramona@pimainsights.org to confirm your sponsorship.