PiMA®

Where Affinity Business Grows

2027 SPONSORSHIP OPPORTUNITIES

Connect with leading insurance professionals, elevate your brand, and build strategic relationships that drive innovation and business growth.

CONNECT with industry leaders and key decision makers

ELEVATE your brand and showcase your expertise

GROW meaningful relationships and business opportunities



pimainsights.org

LEVEL SPONSOR PACKAGES

Three levels. Yearlong visibility. Lasting impact.

PREMIER - $25,000
(3 available)

Fuel PIMA's year-round innovation and industry leadership with the highest level of visibility across every program we deliver.

PLATINUM - $15,000
(10 available)

Showcase your commitment to the affinity market with elevated, continuous recognition throughout PIMA's full slate of programming.

GOLD - $10,000
(15 available)

Strengthen your brand presence all year-round through consistent exposure across PIMA's core events and member initiatives.

EVENT BENEFITS	PREMIER	PLATINUM	GOLD
Complimentary early bird registration at Winter Insights Conference ($1,995 value each)	**3**	**2**	**1**
Complimentary early bird registration at Summer Insights Conference ($1,995 value each)	**3**	**2**	**1**
EVENT RECOGNITION			
Home page banner on Whova Conference app	•		
Secondary page banner rotation on Whova conference app	•	•	
Conference signage	•	•	•
Conference video on loop during breaks and in conference app	**60 seconds**	**45 seconds**	**30 seconds**
Conference mainstage recognition	•	•	•
Logo included in conference promotion materials	•	•	•
BRANDING / ADVERTISING			
Company spotlight in member newsletter – sponsor to provide choice of: • Standard Spotlight – company logo and description • Banner – (650 x 300 px) • Story – up to 150 words and one image	**3**	**2**	**1**
Company spotlight on PIMA LinkedIn (sponsor to provide direction on what to promote). Includes up to 150 words and up to 6 images	**3**	**2**	**1**
Banner Ad in All-Member Community	•	•	•
Enhanced Online Community Directory	•	•	•
Logo on PIMA website and in all newsletters	•	•	•
Advertisement in Insights Magazine (2x per year)	**Full page**	**Half page**	**Quarter page**
ADDITIONAL BENEFITS			
Choice of additional promotion or events benefits as outlined on page 3	**Choose 5**	**Choose 3**	**Choose 1**

LEVEL SPONSOR
CHOOSE YOUR ADDITIONAL BENEFITS

Sponsors value benefits differently, so we provide flexibility to select the options that matter most to your organization. For options with limited availability, sponsors who commit and submit payment first will receive priority selection.

Reserved Meeting Table at Conference (Winter or Summer)
Every effort will be made to have reserved meeting table be private / out of the way from other networking. Note: Up to 6 available per conference.

Reserved Closing Dinner Table at Conference (Winter or Summer)
Invite your colleagues, valued partners, or prospective partners to join your VIP table. Seating is available for up to 8. Note: Up to 8 available per conference.

Featured Advertorial in Insights Magazine (Spring or Fall)
In addition to your print advertisement, you can write an article about your product or service to be featured (one full page).

Brand Showcase at Summer Insights Conference
Feature your brand at the Summer Insights Conference with a “mini booth.” We will provide a 10-foot space, folding table, and 2 chairs in the area where meals and networking time will take place. You can bring pop-up banner stands, tabletop backdrops, tablecloth, giveaways, etc. Note: This is not a full exhibit hall with constant traffic but a way to have your brand always represented as well as a spot to meet.

Emerging Leader Workshop Supporter
Your logo will be prominently displayed on table signage throughout the Emerging Leaders one-day event (September), giving your organization visibility during networking, meals, and group sessions.

Additional Newsletter Banner
Provide (650 x 300 px) banner ad to be used in a monthly membership newsletter.

Event Promotion
Provide (650 x 300 px) banner ad promoting a member event (webinar, conference, etc.) to be used in monthly Upcoming Events email.

Online Community Digest Email Banner
Provide a banner that can be used in email digests sent to all members of the PIMA online community (one month of all daily discussion digests) Note: Up to 12 available.

INSIGHTS CONFERENCE
EVENT SPONSORSHIP OPPORTUNITIES

PIMA has two conferences per year – Winter Insights (January) and Summer Insights (June). Showcase your brand at one or both with our event sponsorship packages.

All prices shown are per Insights Conference. **Save 25%** by committing to sponsoring both conferences for the options noted.

Have a creative idea that's not listed?
Let's talk about a custom event package for your brand!

ALL SPONSORSHIP OPPORTUNITIES INCLUDE:

- Logo on conference signage
- Logo in conference app and online agenda on conference website
- Digital badge for social media use
- Mainstage recognition and logo in event presentations
- Logo in member eNewsletter

CONFERENCE REGISTRATION AREA
$7,500 | $11,250 FOR BOTH CONFERENCES

Own the welcome moment that sets the tone for the entire conference.
- Branded signage at the registration table every attendee must visit for their conference badge
- Optional Branded Item Handout for all Conference Attendees (sponsor must provide)
- Complimentary Event Registration (1)

WI-FI AND CONFERENCE APP
$7,500 | $11,250 FOR BOTH CONFERENCES

Your brand becomes the key to staying connected all conference long!
- Custom Branded Wi-fi Network Name or Password
- Complimentary Event Registration (1)

NETWORKING OUTING EVENT / TOURS
$7,500 | $11,250 FOR BOTH CONFERENCES

Lead the meetup that drives connection, conversation, and visibility.
- Host the Tuesday Afternoon Meetup Event
- Optional Branded Item Handout for all Conference Attendees (sponsor must provide)
- Complimentary Event Registration (1)

HEADSHOT BOOTH
$7,500 | $11,250 FOR BOTH CONFERENCES

Treat the PIMA membership to their new glamorous headshots.
- Branded signage at the headshot photo station
- Optional Branded Item Handout for all Conference Attendees (sponsor must provide)
- Complimentary Event Registration (1)

OPENING WELCOME RECEPTION
$5,000 | $7,500 FOR BOTH CONFERENCES

Kick off the conference with high-energy visibility at our opening reception.
- Optional Branded Item Handout for all Conference Attendees (sponsor must provide)

RESERVED TABLE FOR 8 AT CLOSING EVENT — $5,000 | $7,500 FOR BOTH CONFERENCES

Claim premium seating for your team or clients at the conference's signature celebration.

CLOSING KEYNOTE — $3,500 | $5,250 FOR BOTH CONFERENCES

Capture attention with a mainstage moment before our most anticipated session.

RESERVED MEETING TABLE FOR 6 — $3,500

Stand out with a dedicated table that keeps your brand visible.

- Optional Company Banner Displayed at Table (sponsor must provide - can be a tablecloth or 3' wide pull up banner)

SESSION INTRODUCTION — $1,500

Gain a spotlight moment with a one-minute mainstage introduction.

WINTER INSIGHTS ONLY OPPORTUNITIES

WOMEN IN AFFINITY RECEPTION — $6,500 (2 available)

Support the women in our industry with an interactive workshop featuring our closing keynote speaker.

- Branded signage at the reception and throughout conference materials
- Optional Branded Item Handout for all Conference Attendees (sponsor must provide)

PIMA POWER HOUR: FAST-TRACK CONNECTIONS — $4,500

Power the fast-paced networking sprint that jump-starts connections before the conference begins. Position your brand as the center of this brand new initiative.

GOLF LUNCHEON SPONSOR — $3,500 (4 available)

Position your brand as the finishing touch to a fun golf outing with a connection-driven luncheon.

SUMMER INSIGHTS ONLY OPPORTUNITIES

BRAND SHOWCASE PARTNER — $6,500

Feature your brand at the Summer Insights Conference with a "mini booth".

We will provide a 10-foot space, folding table, and 2 chairs in the area where meals and networking time will take place. You can bring pop-up banner stands, tabletop backdrops, tablecloth, giveaways, etc. Note: This is not a full exhibit hall with constant traffic, but a way to maintain a visible brand presence throughout the conference while providing a dedicated space to connect with attendees.

PIMA CARES SUPPORTER — $3,500

Align your brand with meaningful impact. Support our service activity Monday afternoon to help a local charity.

EMERGING LEADERS WORKSHOP
SPONSORSHIP OPPORTUNITIES

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 development, 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.

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.

- 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 the workshop (1 pre-workshop, 1 post-workshop)

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 Wi-Fi 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.