BIG i TENNESSEE

2027

PARTNER PROGRAM

Connect. Be Seen. Grow with Tennessee's Independent Agents.



A strategic partnership platform for insurance companies, carriers, MGAs, brokers, and industry vendors.

Why Partner with Big I Tennessee?

Established in 1893, Big I Tennessee is a premier statewide professional association representing independent insurance agents and brokers. Built on the core philosophy that "independent doesn't mean alone," Big I Tennessee supports the state's insurance professionals through regulatory advocacy, continuing education, industry resources, and opportunities to connect.

Through its affiliation with the Independent Insurance Agents & Brokers of America (IIABA), Big I Tennessee bridges local relationships with national influence, helping member agencies build a sustainable competitive advantage while delivering exceptional service to consumers across Tennessee.

The Partner Program gives insurance companies, carriers, MGAs, brokers, and industry vendors a strategic way to increase visibility, build relationships, and connect with decision-makers throughout Tennessee's independent agency network.

4,000+ agents & industry personnel	**300+** independent agencies	**67%+** of Tennessee independent agents represented

What Your Partnership Delivers

- **High-Impact Brand Visibility:** Promote your company through association publications, digital channels, event recognition, and supporter listings.
- **Exclusive Networking Access:** Build relationships with independent agency leaders through classes, seminars, regional networking events, and Insurefest.
- **Industry Advocacy Support:** Support Big I Tennessee's advocacy efforts and the association's work to protect and strengthen the independent insurance industry.
- **Targeted Agency Connections:** Share the agency characteristics, markets, products, geography, and producer profile that matter most to your growth strategy so Big I Tennessee can help create relevant connections.

2027 Partner Levels

Choose the level that best aligns with your visibility, networking, and agency-engagement goals. Each level includes a defined package of recognition and access opportunities.

PRESIDENT CIRCLE	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
$20,000	$15,000	$12,500	$8,500	$6,000	$3,500

President Circle is the new top-tier 2027 level, providing the highest level of recognition and access in the program.

Program Benefits at a Glance

PROGRAM BENEFIT	PRESIDENT CIRCLE	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
ADVOCACY FOR INDEPENDENT AGENTS						
Invitation to join the Big I TN delegation at the Big I National Legislative Conference (limit one representative per company up to $1500)	Included					
Invitation to attend Big I TN Legislative Reception (limit to four representatives per company)	Included					
COMPANY RECOGNITION AND EXPOSURE						
Carousel Ad on Big I TN Homepage	Included	Included				
Company Logo on Big I TN 'Our Supporter's Webpage	Included	Included	Included	Included		
Company Name on 'Our Supporter's Webpage					Included	Included
Supporter Level Shown on Personal Event Name Badge	Included	Included	Included	Included	Included	Included
Company Logo in The Tennessee Insuror	Included	Included	Included	Included	Included	
Company Name in The Tennessee Insuror						Included
Company Logo in Monthly E-Mail Bulletin	Included	Included	Included	Included		
Company Name in Monthly E-Mail Bulletin					Included	Included
Recognition at all Big I TN Board Meetings	Logo	Logo	Logo	Logo	Name	Name
ASSOCIATION PUBLICATIONS						
4 Full-Page ads in The Tennessee Insuror	Included	Included	Included	50% off	25% off	10% off
4 Half-Page ads in The Tennessee Insuror				Included	25% off	10% off
Company Spotlight Article	By Request	By Request	By Request			
Spotlight Email to Membership	2	2	1			
Spotlight Social Media Post	3	3	2	1		
ANNUAL CONVENTION - INSUREFEST 2027						
Exhibitor Early Registration Access	Included	Included	Included	Included	Included	Included
Exhibitor Booth with 2 Comp'd Attendees	Included	Included	Included	50% off	25% off	10% off
Additional Comp'd Attendee	1	1	1	1		
Agent Comp'd Attendee Invitation	1	1	1	1		
Event App Company Sponsor Profile	Logo	Logo	Logo	Logo	Name	Name
Digital Display Recognition	Logo	Logo	Logo	Logo	Name	Name
Right of Refusal to Special Event Sponsorships	1st	2nd	3rd	4th	5th	6th
REGIONAL NETWORKING EVENTS						
Attendee Invitations	3	3	3	2	1	1
Company Item or Flyer in Attendee Swag Bag	Included	Included	Included	Included	Included	Included
Company Recognition at Event	Logo	Logo	Logo	Logo	Name	Name
List of Registrants 1-week Prior to Event	Included	Included	Included	Included	Included	Included
MEMBERSHIP & EDUCATION						
List of Agency Members	Included	Included	Included	Included	Included	Included
Associate membership Dues	Included	Included	Included	Included	Included	Included
PARTNER PROGRAM LEVEL PRICE	**$20,000**	**$15,000**	**$12,500**	**$8,500**	**$6,000**	**$3,500**

Program Notes

- *Companies must supply required content to Big I Tennessee Marketing to receive applicable benefits.*
- *Event registration is required to activate event-related benefits. Some online registrations may require discount promo codes, which will be communicated ahead of registration.*
- *Big I Tennessee does not assume attendance for partner attendees or exhibit booths; all booths and attendees must register on their own.*
- *Associate membership dues are included in each package; partners will not receive a separate invoice for associate member dues.*

Frequently Asked Questions

Will this benefit us more than purchasing these items a la carte throughout the year?

Yes. The Partner Program combines recognition, networking, and engagement opportunities into structured packages, with built-in supporter recognition and level-specific benefits.

Can we customize our partnership options?

Yes. Big I Tennessee understands that companies may have different marketing and agency-engagement priorities. Each level can be tailored through the available benefit options to support specific marketing goals.

How can Big I Tennessee help us reach the right agencies?

Share your target agency profile, including agency size, markets or products, producer count, geography, and whether you are seeking new appointments. This helps Big I Tennessee identify more relevant agency contacts.

What does the Partner Program support?

Your investment helps Big I Tennessee provide programs, events, industry information, education, networking, and services that strengthen the independent agency community.

Connect with Tennessee's Independent Agency Community

The Partner Program is designed to make your company visible where independent agents gather, learn, network, and make business decisions—throughout the year and across Tennessee.

2027 A LA CARTE

INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Build meaningful connections with Tennessee's independent insurance agents throughout the year.

OPPORTUNITY	SPONSORSHIP DETAILS	INVESTMENT
Webinar Sponsorship	Sponsor a Big I Tennessee webinar. Excludes CISR, CIC, and Ruble classes.	$500
Big I TN Member Days – Lunch Sponsor	Available at each Member Day location: Memphis • Knoxville • Chattanooga.	Pricing TBD
Big I TN Member Days – Speaker Sponsor	Speaker sponsorship available at each location: Memphis • Knoxville • Chattanooga.	$1,000 per location
Big I TN Member Socials	One social in each location: Memphis • Knoxville • Chattanooga.	$500 per social
Big I TN WINS Meeting – Lunch Sponsor	Lunch sponsorship for a Big I Tennessee WINS meeting.	Pricing TBD
Big I TN WINS Meeting – Speaker Sponsor	Speaker sponsorship for a Big I Tennessee WINS meeting.	$1,000

CUSTOMIZE YOUR ENGAGEMENT

A la carte opportunities allow partners to select individual sponsorships that align with their marketing and agency-engagement goals.

Note: Lunch sponsorship pricing is to be confirmed. Sponsorships are subject to availability and coordination with Big I Tennessee.

2027 Partner Program Enrollment

Select the Partner Level that best fits your organization and provide the contacts needed for program communication.

Company Name:	
Partner Level:	President Circle Diamond Platinum Gold Silver Bronze
Main Contact:	
Phone / Email:	
Billing Contact:	
Phone / Email:	
Marketing / Communications Contact:	
Phone / Email:	

A LA CARTE SPONSORSHIP SELECTION

☐	Webinar Sponsorship (excludes CISR, CIC, and Ruble classes)	$500
☐	Member Days – Lunch Sponsor (Memphis / Knoxville / Chattanooga)	TBD
☐	Member Days – Speaker Sponsor (select location)	$1,000 / location
☐	Member Social (Memphis / Knoxville / Chattanooga)	$500 / social
☐	WINS Meeting – Lunch Sponsor	TBD
☐	WINS Meeting – Speaker Sponsor	$1,000

Check the sponsorship opportunities you would like to purchase. For Member Days and Member Socials, indicate the location(s) selected.

Partner Investment

PRESIDENT CIRCLE $20,000	DIAMOND $15,000	PLATINUM $12,500	GOLD $8,500	SILVER $6,000	BRONZE $3,500

Company Representative Signature: _____

Date: _____

Thank you for supporting Big I Tennessee and its independent agency members. Partner benefits are subject to program terms and availability, and applicable content must be supplied by the partner to receive marketing benefits.

BIG i TENNESSEE

THANK YOU

2026 PARTNERS

Your partnership moves Tennessee forward.

DIAMOND

BIG i ALLIANCE
BSR Bailey Special Risks, Inc.
cgi DIGITAL
CodeX Academy
CRC GROUP
FORTIFIED
PFS
INSBANK
RLI
SELECTIVE BE UNIQUELY INSURED® FLOOD INSURANCE
Swiss Re Corporate Solutions

PLATINUM

Arlington/Roe
MidSouth Insurance Company A SUBSIDIARY OF FCCI
Liberty Mutual INSURANCE

GOLD

Arbour Specialty
Auto-Owners INSURANCE
DONEGAL
ICW GROUP Insurance Companies
LUBA WORKERS' COMP
NORTH POINT UNDERWRITERS
Penn National Insurance
PROGRESSIVE
SFM The Work Comp Experts
SouthernTrust

SILVER

Berkshire Hathaway Guard Ins. Cos.
FCCI Insurance Group - Gulf Coast Region
MEM
The National Security Group

BRONZE

Acuity Insurance
AmTrust Financial
Cincinnati Insurance Company
Enterprise
Frontline Insurance
Martin & Zerfoss, Inc.
StoneTrust Commercial Insurance Company
West Bend Insurance Company
AF Group
Builders Ins Group
EMC Insurance Companies
FFVA Mutual Insurance Company
Grange Mutual Casualty Co. - Comm. Div.
RT Specialty
Summit Holdings
Westfield Insurance
American European Insurance Company
Central Insurance Companies
Encova Insurance
Frankenmuth Insurance
Keystone
Safeway Insurance Company
The Service Insurance Company

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