



**SUPPORT MAIN STREET IOWANS!**



2025-2026 NAIFA-IOWA PARTNERSHIP PROGRAM

**BE A NAIFA-IOWA  
PARTNERSHIP HERO!**

**ADVOCATE. EDUCATE. DIFFERENTIATE.**

 (515)-750-2310 Ext. 4

 [Director@NAIFAIowa.org](mailto:Director@NAIFAIowa.org)

 [www.ia.naifa.org](http://www.ia.naifa.org)



## WHO IS NAIFA?

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The National Association of Insurance and Financial Advisors (NAIFA), formerly known as the National Association of Life Underwriters (NALU), is **one of the nation's oldest and largest associations representing the interests of insurance professionals from every Congressional district in the United States.**

NAIFA members assist consumers by focusing their practices on one or more of the following: life insurance and annuities, health insurance and employee benefits, multiline, and financial advising and investments. **NAIFA's mission** is to advocate for a positive legislative and regulatory environment, enhance business and professional skills, and promote the ethical conduct of its members.

## MEET NAIFA-IOWA

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Founded in 1926, the National Association of Insurance and Financial Advisors-Iowa (NAIFA-Iowa) is a state chapter of NAIFA. We represent nearly 1,000 insurance and financial advisors and industry professionals throughout Iowa. Members are primarily engaged in the sale of life and health insurance and related financial services.



“At NAIFA-Iowa, you feel a sense of comradery. We’re all working together for a common purpose. The industry can be lonely at times and it’s awesome to interact with people who have gone through the same struggles as you.”

**Joby Frey | Bosch Financial, INC in Cedar Rapids, IA**  
*Nine-Year NAIFA-Iowa Member*

“For new members, it’s really simple – just show up and get involved! I encourage new members to talk to everyone. Every NAIFA member is collaborative and wants to work with, partner with, and help educate our up and coming industry leaders.”

**Gretchen Schrock | Country Financial in Indianola, IA**  
*Joined NAIFA-Iowa September 2024*





# NAIFA'S CORPORATE PARTNER NETWORK

Corporate partners are organizations that provide products, programs, or services that financial services professionals utilize in their practice to serve Main Street Americans. Organizations that are within NAIFA's Corporate Partner Network believe in NAIFA's mission and see investment in the association as a corporate social responsibility imperative.

The **NAIFA Corporate Partner Network** includes carrier companies, financial, technology, and services companies, independent marketing organizations, broker general agencies, broker-dealers, coaching organizations, and professional education organizations to name a few. As the industry is ever-evolving, NAIFA's Corporate Partner Network stays flexible to allow NAIFA to bring awareness of new market offerings to its members, as well as provide a streamlined platform for Corporate Network Partners to easily gain awareness for their brands.

The national-state-local chapter structure of NAIFA provides Corporate Partners an ideal way to pinpoint which markets to target and better plan how to engage NAIFA members.

Regardless of the partner level or approach, Corporate Partners support NAIFA members in helping Main Street Americans achieve financial security through advocacy, education, and networking.

## **PARTNER TO SUPPORT THE PRODUCERS PROTECTING MAIN STREET IOWANS**

Your support of NAIFA-Iowa's mission translates directly into members that can serve more individuals, families, and small businesses that are the backbone of Main Street Iowa. Better informed, better connected, and more involved producers directly translates into better performance, longer tenure in the business, and higher career satisfaction ratings.

Supporting NAIFA-Iowa members' involvement in advocacy at the federal, interstate, and state levels means that more producers will receive the grassroots training and opportunity to meet with legislators and regulators to bring their client stories forward so that lawmakers and regulators can understand the true impact that financial products and services have on the financial security of Main Street Iowans.

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# NAIFA-IOWA PARTNERSHIP PACKAGES

	PLATINUM \$7,500	GOLD \$5,000	SILVER \$3,500
<b>ALL YEAR</b>			
Logo, Company Link & Contact Info on NAIFA-Iowa Website	Large Logo Linked On Homepage of Website.	Medium Logo Linked On a Sub-Page of Website.	Small Logo Linked On a Sub-Page of Website.
Promotion of Company on NAIFA-Iowa's Socials	Weekly	Monthly	Quarterly
NAIFA Partner Logo for Your Website	Will Be Emailed to You.	Will Be Emailed to You.	Will Be Emailed to You.
Logo, Company Link Included in NAIFA Iowa Director Email Signature	Large Logo	Medium Logo	Small Logo
<b>NAIFA-IOWA EVENTS</b>			
State Day on the Hill Sponsor	Prime Sponsor Included	Not Eligible	Not Eligible
Exhibitor Booth Discount	Priority Booth Included (\$1,000 Value)	50% Discount	20% Discount
Logo Promotion at Events	Large Logo	Medium Logo	Small Logo
List of Event Attendees	Full List If Exhibiting.	Full List If Exhibiting.	Full List If Exhibiting.
Present at One Convention Breakout Session, Regional Event, or Facilitate One Webinar	Included	Included	Not Eligible
<b>NEWSLETTERS &amp; MAGAZINES</b>			
Company Logo & Link in Weekly NAIFA-Iowa E-Newsletter	Large Logo	Medium Logo	Small Logo
Special Feature in Sponsor Spotlight Articles	Bi-Monthly	Quarterly	Once a Year
Contribute Content in Iowa Advisor Magazine (Bi-Annual)	Full Page of Content (800 Words)	Half Page of Content (450 Words)	Quarter Page of Content (250 Words)
Advertisement in Each Issue of the Iowa Advisor Magazine (Bi-Annual)	Full Page Ad	Half Page Ad	Quarter Page Ad



# NAIFA-IOWA SPONSORSHIP OPPORTUNITIES

## LEGISLATIVE RECEPTION PRESENTING SPONSOR - \$3,000

- Company logo on marketing materials - pre, during, and post event
- Company logo on all event invitations to members and legislators
- Company logo/ad in the Advocacy Day Program
- Company recognition on social media
- Five minutes to address the group at the reception
- Four included registrations for reception and advocacy day

## ADVOCACY DAY PARTNER - \$1,000

- Company logo on marketing materials - pre, during, and post event
- Company logo/ad in the Advocacy Day Program
- Company recognition on social media
- Two minutes to address the group at the reception
- Two included registrations for reception and advocacy day

## REGISTRATION TABLE SPONSOR - \$350

- Opportunity to assist at the registration table at either the Legislative Reception OR Advocacy Day (first to sponsor gets first pick of event)
- Company logo/ad in the Advocacy Day Program
- One included registration for reception and advocacy day

## STATE CONVENTION - WELCOME RECEPTION SPONSOR - \$2,500

- Exclusive sponsor for welcome reception on Wednesday evening.
- Opportunity to have staff at registration/check-in table on Wednesday.
- Opportunity to address the group at the welcome reception.
- Exhibitor booth.
- Significant company recognition pre, during, and post convention.
- Company logo on printed materials and social media promotion.
- Opportunity to include swag items and/or handouts in all attendee welcome packets.

## STATE CONVENTION - BREAKFAST OR LUNCH SPONSOR - \$950

- Opportunity to address attendees during breakfast/lunch on Thursday.
- Company logo on marketing materials at breakfast/lunch buffet and registration table.
- Opportunity to provide content for social media and e-newsletter before event.
- On-site social media recognition and promotion.
- Exhibitor booth included.

## STATE CONVENTION - SPEAKER SPONSOR - \$1,200

- Opportunity to address attendees prior to your sponsored speaker
- Company logo included in promotions of the conference in newsletters, social media & printed marketing materials
- Opportunity to provide content for social media & e-newsletter post/share before event.
- On-site social media recognition and promotion.
- Exhibitor Booth



# NAIFA-IOWA SPONSORSHIP OPPORTUNITIES

*Please note: pricing for 2025 is yet to be finalized.*

## STATE CONVENTION - EXHIBITOR BOOTH - \$550

- Set up booth on Wednesday and meet with attendees all day Thursday.
- One booth space + one registered attendee
- Promotion throughout the event and an opportunity to include swag items and/or handouts in all attendee welcome packets.

## STATE CONVENTION - EXHIBITOR BOOTH - \$550

- Set up booth on Wednesday and meet with attendees all day Thursday.
- One booth space + one registered attendee
- Promotion throughout the event and an opportunity to include swag items and/or handouts in all attendee welcome packets.