



NAIFA's Centers of Excellence

NAIFA's five Centers of Excellence take a customized approach to deliver unique and relevant information to today's advisors. Each Center is focused on a specific insurance and finance subject area and provides a platform for your specialized print and media content. As a sponsor of one of NAIFA's Centers, you will be provided with multiple opportunities to expand your business through outreach to NAIFA members.

Advanced Practice Center – theapcenter.org



Created by NAIFA and the Society of Financial Service Professionals, the Advanced Practice Center (APC) provides the most up-to-date information and access to your expertise for complex cases. Sponsor participation provides thought leadership and advanced case content relevant to agents and advisors working to meet their clients' advanced planning needs.

Business Performance Center – bpc.naifa.org



The Business Performance Center (BPC) helps agents and advisors grow and expand their businesses. BPC sponsors contribute articles, webinars, and educational sessions to help business executives. Increase your visibility by spotlighting ideas, tools, and resources that are essential to businesses in today's competitive environment.

Limited & Extended Care Planning Center – lecp.naifa.org



Most individuals now have a direct experience with extended care planning needs. The Limited & Extended Care Planning Center (LECP) addresses the evolving needs of individuals, families, and businesses. Center sponsors provide subject matter expertise, carrier and distribution viewpoints, research, and resources. The LECP Legislative Working Group is a strong industry and advocacy voice representing carriers, advisors, and consumers.

Talent Development Center – tdc.naifa.org



The Talent Development Center (TDC) is focused on personal and professional performance and growth. NAIFA's professional development events, awards, certification programs, podcasts, and leadership training are housed in one convenient Center, with a variety of ways to incorporate sponsor support.

Employee & Executive Benefits Center – ebc.naifa.org



The Employee & Executive Benefits Center (EBC) sponsors provide workplace content to advisors as they grow and expand their supplemental benefit offerings and saving/retirement plan opportunities. The Center provides insights into emerging trends in insurance, investments, and worksite business practices. The EBC Legislative Working Group will examine sections of Secure 2.0 to determine its direct impact on workplace products and benefits.

Benefits of Centers Sponsorship Include:

- Inclusion in a Center Advisory Council
- Center Sponsor lettermark for use in your materials
- Positioning as a subject matter expert and thought leader by contributing content directly to financial advisors and consumers
- Speaker opportunities for videos, webinars, panels, and conference sessions
- Opportunity to attend NAIFA's annual National Leadership Conference
- Logo placement on the Center website
- Logo placement on NAIFA websites including:
 - belong.naifa.org
 - financialsecurity.org
 - at.naifa.org
- Monthly social media mentions for your subject matter expert(s) and company to consumers (as appropriate) and financial advisors using NAIFA social media channels

For more information on the Centers contact:

Carroll Golden, CLU, ChFC, CLTC, CASL, LECP, FLMI, LACP

Executive Director – NAIFA Centers for Excellence

cgolden@naifa.org

817-709-6859

