



# 2022 PARTNER PROGRAM

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# WE ARE THE OKLAHOMA INDEPENDENT AGENT

## BY THE NUMBERS

The Big I of Oklahoma (BIGiOK) represents more than 2,500 agency employees throughout Oklahoma. More than 450 organizations are part of our association. Our members offer property, casualty, life, health, employee benefits and retirement plans. BIGiOK is an affiliate of the Independent Insurance Agents & Brokers of America (IIABA) and serves members at the state level. BIGiOK boasts the second highest rate of the IIABA state markets with more than 80 percent of all independent agents in the state of Oklahoma currently signed on as members.

## PARTNERSHIP MATTERS | INVESTMENT COUNTS

BIGiOK Partner Program supports the association's quality programs on an annual basis. The five levels of sponsorship allow for each company to choose a partnership that fits their financial situation, while optimizing visibility. Each level provides our partners with maximized, year-round exposure to BIGiOK members. Your support as a BIGiOK partner is an investment in our industry, as well as the economic strength and professional development of independent agents throughout Oklahoma.

## WHAT OUR PARTNERS ARE SAYING:

"Participation in the partnership program with BIGiOK is a powerful marketing tool. It allows us to connect our brand with our target audience and provides another avenue for us to network with them in a meaningful and interactive way." - [Company Representative](#)

"Investing in the partner programs gives us multiple opportunities to get in front of all Oklahoma agents, not just the ones who have a contract with us, expanding our marketing dollars into places where we wouldn't normally be able to reach, especially when we can't be there in person." - [Company Representative](#)

"Without the partnership program, the BIGiOK Young Agents would not be able to put on annual conferences, educational enrichment and social events that are tailored to building the young professionals for Oklahoma's insurance industry." - [Young Agents Committee Member](#)

"The partner program is a great way to stay engaged and informed of what is happening in Oklahoma. It gives us opportunities to meet and develop relationships with agents from all over the state at the many functions that BIGiOK puts on. The money spent is a great investment for our employees to further our mission of being a trusted partner with our customers and their clients." - [Young Agents Committee Member](#)

<b>2022 Partner Levels</b>	Diamond Deluxe	Platinum	Gold	Silver	Bronze
<b>ANNUAL CONFERENCE</b>					
Complimentary exhibit booth	2	2	1	1	1
Complimentary registration(s)	5	4	3	2	1
Recognition in conference program	Logo	Logo	Logo	List	List
Recognition as sponsor of trade show	✓	✓	✓	✓	✓
Recognition during trade show	✓	✓	✓	✓	✓
Recognition as sponsor of coffee breaks	✓	✓	✓	✓	✓
Hole signage at golf outings	✓	✓	✓	✓	
Recognition as sponsor of conference sessions	✓	✓	✓		
Golf tournament registrations	2	2	1		
Complimentary hotel rooms	2	1			
Company featured on attendee lanyards or promotional items	Logo				
Primary booth location selection opportunity	✓				
Opportunity to place promotional items in attendee packets	✓				
Showcase opportunity in promotional videos (60 sec. Max.) (Annual and fall)	✓				
<b>VIRTUAL FALL CONFERENCE (ALL PARTNERS GET UNLIMITED REGISTRATIONS)</b>					
Listing on virtual conference platform (with hyperlink)	Logo	Logo	Logo	Logo	List
Recognition during conference videos	Logo	List	List	List	List
Company bio and contact information listed on platform	List	List	List		
<b>POLICY MAGAZINE (PRINT AND DIGITAL)</b>					
Discount on advertising	30%	25%	20%	15%	10%
Partner listing in each issue	Logo	Logo	Logo	List	List
Complimentary page feature (one issue per year)	Full page	1/4 Page			
<b>EDUCATION</b>					
Partner signage in BIGiOK classroom	Logo	Logo	Logo	List	List
Recognition on attendee packets for BIGiOK classes	Logo	Logo	List	List	List
Company name on scrolling banner during class live simulcast	Logo	Logo	Logo		
Named as sponsor of BIGiOK CIC/CISR scholarship	✓				
<b>BIGiOK NATIONAL SECURITY CONFERENCE CENTER</b>					
Complimentary rental during business hours	6	4	2	1	50%
Company logo on wall	✓				
<b>ADVERTISING AND ADDITIONAL BENEFITS</b>					
Recognition on BIGiOK conference center marquee	Logo	Logo	Logo	Logo	Logo
Company listing on BIGiOK website partner page (w/ hyperlink)	Logo	Logo	Logo	List	List
Legislative updates	✓	✓	✓	✓	✓
Member mailing list (provided in excel form upon request)	✓	✓	✓	✓	✓
Company listed on special event t-shirts	Logo	Logo			
Recognition on BIGiOK website home page rotating banner	Logo	Logo			
Partner recognition on BIGiOK social media	Logo	Logo			
BIGiOK home page billboard advertisement	✓				
Opportunity to present at BIGiOK board meeting	✓				
Opportunity to send email or video through BIGiOK to members	✓				
Opportunity to put promotional items / fliers in new members boxes	✓				
ACTUAL COST	14,000	11,000	8,000	5,000	2,500
TOTAL PARTNERSHIP VALUE	20,300	15,275	11,100	7,050	3,350
PERCENTAGE OF SAVINGS	31%	28%	28%	29%	25%

## BIGiOK Partnership Application



1 - Scan the QR code to the left with your phone and submit [Partnership Application](#) digitally,  
or, 2 - Complete Partnership Application and deliver to office or mail to:

**BIGiOK**  
**P.O. Box 13490**  
**Oklahoma City, OK 73113**

### About Your Company

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

### Contact Person

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

#### Partnership level

- Diamond Deluxe - \$14,000
- Platinum - \$11,000
- Gold - \$8,000
- Silver - \$5,000
- Bronze - \$2,500

#### Payment method

- Check enclosed payable to Big I Oklahoma
  - Invoice me
  - Invoice me after January 1
  - Please charge my Credit Card
- (Please complete form below)

### CREDIT CARD INFORMATION

Card Type:  MasterCard  Visa  Discover  AMEX  Other \_\_\_\_\_

Cardholder Name (as shown on card): \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date (mm/yy): \_\_\_\_\_ / \_\_\_\_\_ CVV Code: \_\_\_\_\_

Cardholder ZIP Code ( from credit card billing address): \_\_\_\_\_

I, \_\_\_\_\_, authorize Big I Oklahoma to charge my credit card the  
above Partnership Level amount.