



NAAIA | NATIONAL
AFRICAN AMERICAN
INSURANCE ASSOCIATION
CHICAGO

Sponsorship Packet



CHARTERED IN 2003

ABOUT US

The National African American Insurance Association (NAAIA) was founded in 1997 in Cincinnati, Ohio by Jerald L. Tillman, LUTCF with a mission to diversify the insurance industry at every level.

NAAIA Chicago is the first local chapter to be established and was awarded its charter on June 12, 2003. The chapter was subsequently incorporated in December of the same year. Our chapter is focused on efforts which support individual and collective career success.

We strive to achieve our mission by delivering programs which address specific and significant career development needs. We impart knowledge via formal and informal mentoring. Therefore, our members are informed, educated and empowered as a result of programs and activities that promote continued learning, growth, development and a focused approach to career management and community service.

NAAIA serves as a support group to encourage successful career advancement by promoting the highest educational and ethical standards while networking effectively in and outside of the industry.



CHAPTER GOAL

Fundamentally, we want our members and corporate partners to perceive NAAIA as a valuable professional resource and a collaborative point of connection to the insurance industry.

OPERATING PRIORITIES

As the premier insurance industry association for Black professionals in the Chicagoland area, the NAAIA Chicago Chapter will continue to deliver valuable experiences for our members and corporate partners focused primarily on professional development and networking opportunities. Whether a member is three years into their insurance career or an experienced 25-year veteran of the industry, NAAIA is a valuable professional resource.

COMMUNITY INVOLVEMENT

We know that our members are passionate about giving back and helping the next generation of insurance professionals. Our volunteer events and Annual Scholarship and Benefit Awards Luncheon support our community, while our participation in the local Junior Achievement Program works to educate high school students about the insurance industry.

AREAS OF FOCUS

- **Skill Development:** We provide members with critical project management and public speaking experience through active participation in NAAIA Chicago Chapter projects and activities.
- **Career Planning and Navigation:** Charting a career journey can be challenging and networking with industry professionals who can provide feedback and insights on the plans of our members can be invaluable to increase success and avoid pitfalls. Additionally, NAAIA members present a diverse talent population to source employment needs of our corporate partners.
- **Access to Industry Leaders:** Through the relationship with the NAAIA Chicago Chapter corporate partners and our members, we provide connection to experienced industry executives who can support business development needs of agencies as well as provide valuable career insights (i.e. through our “Up Close and Personal” series, etc.)



SHOW YOUR SUPPORT

SPONSORSHIP

By supporting NAAIA Chicago as an annual sponsor, you are not only helping to develop diverse talent within the industry. You are also helping to expose young people in our community to the insurance industry by recognizing their positive accomplishments and helping them meet a financial need as they advance their education.

Since our chapter was established, we have awarded over \$120,000 in scholarships to deserving students in the Chicagoland area. In supporting the outstanding academic achievements and personal triumphs of these young people, we cement our legacy and invest in future leaders.

Please email us at naaiachicago@gmail.com to become an Annual Partner.

Available sponsorship levels are:

- Diamond Level Sponsorship
- Platinum Level Sponsorship
- Gold Level Sponsorship
- Silver Level Sponsorship
- Partner Agent Sponsorship

Key needs from sponsors include:

- Financial: To accomplish the goals and execute the priorities of the NAAIA Chicago Chapter, we look to our partners to invest in our shared commitment to provide valuable professional development experiences to diverse members of our insurance community and attract new talent to our industry in the Chicagoland area.
- Talent: Through active participation in the NAAIA Chicago Chapter operation, we provide opportunities for talented people to advance their leadership, project management, public speaking and influencing skills. We look for our corporate partners to recommend talented members of their teams who can benefit from this experience in addition to securing talent for our Chapter leadership team and Board of Directors.
- Influence: Promote the value of NAAIA (membership, events and activities, etc.) to appropriate employees through the active marketing of our events.



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DIAMOND SPONSOR- \$10,000

Scholarship Luncheon Diamond Sponsor

- Listing as a Diamond Level Sponsor on the NAAIA Chicago website for 12 months.
- 10 annual NAAIA Chicago memberships.
- Company logo promoted for 12 months on a homepage web banner on the NAAIA Chicago website.
- Naming rights for NAAIA Chicago's Annual New Year Kick-Off Event.
- Name listed on all Scholarship event invitations and event materials for twelve months.
- Full page ad in the Spring Benefit & Scholarship Luncheon ad booklet.
- Two VIP tables at the Spring Benefit & Scholarship Luncheon.
- Special recognition at the Spring Benefit & Scholarship Luncheon.
- Logo on ad supporting the Spring Benefit & Scholarship Luncheon on the NAAIA Chicago website.
- Monthly job postings, inclusive of emailed circulations and postings on the NAAIA Chicago website.
- Naming rights and a spotlight during one of our "Up Close and Personal" professional development events. This session can be hosted at your company and virtually broadcast. You can have speaking time to share your company's "why," and you can have a company representative/leader be the focused speaker for the session.

Holiday Gala Diamond Sponsor

- Listing as a Diamond Level Sponsor on the NAAIA Chicago website for 12 months.
- 10 annual NAAIA Chicago memberships.
- Company logo promoted for 12 months on a homepage web banner on the NAAIA Chicago website.
- Naming rights for NAAIA Chicago's Annual New Year Kick-Off Event.
- Name listed on all Gala event invitations and event materials for twelve months.
- Three VIP tables at the Holiday Gala.
- Special recognition at the Holiday Gala.
- Logo on ad supporting the Holiday Gala featured on the NAAIA Chicago website.
- Monthly job postings, inclusive of emailed circulations and postings on the NAAIA Chicago website.
- Naming rights and a spotlight during one of our "Up Close and Personal" professional development events. This session can be hosted at your company and virtually broadcast. You can have speaking time to share your company's "why," and you can have a company representative/leader be the focused speaker for the session.

PLATINUM SPONSOR- \$7,500

- Listing as a Platinum Level Sponsor on the NAAIA Chicago website for 12 months from the sponsorship anniversary date.
- Six annual NAAIA Chicago memberships.
- Company logo promoted for six months on a web banner on the NAAIA Chicago website.
- Full page ad in the Spring Benefit & Scholarship Luncheon or Holiday Gala ad booklet.
- One VIP table at the Spring Benefit & Scholarship Luncheon or Holiday Gala.
- Special recognition at the Spring Benefit & Scholarship Luncheon or Holiday Gala.
- Logo and ad supporting the Spring Benefit & Scholarship Luncheon, Holiday Gala and other special events featured on the NAAIA Chicago Web site.

GOLD SPONSOR- \$5,000

- Listing as a Gold Level Sponsor on the NAAIA Chicago website for 12 months from the sponsorship anniversary date.
- Four annual NAAIA Chicago memberships.
- Company logo promoted for three months on a web banner on the NAAIA Chicago website.
- Full page ad in the Spring Benefit & Scholarship Luncheon or Holiday Gala ad booklet.
- Four VIP tickets to the Spring Benefit & Scholarship Luncheon or Holiday Gala.

SILVER SPONSOR- \$2,500

- Company logo promoted for one month on a web banner on the NAAIA Chicago website.
- Two annual NAAIA Chicago memberships.
- Listing as a Silver Level Sponsor on the NAAIA Chicago website for 12 months from the sponsorship anniversary date.
- Full page ad in the Spring Benefit & Scholarship Luncheon or Holiday Gala ad booklet.
- Two VIP tickets to the Spring Benefit & Scholarship Luncheon or Holiday Gala.

(INTENDED ONLY FOR CAPTIVE/INDEPENDENT AGENTS)

PARTNER AGENT SPONSOR- \$2,500

- Listing as a “Partner Agent Sponsor” on the NAAIA Chicago website for 12 months from the sponsorship anniversary date.
- Two annual NAAIA Chicago memberships.
- Full page ad in the Spring Benefit & Scholarship Luncheon or Holiday Gala ad booklet.
- Two VIP tickets to the Spring Benefit & Scholarship Luncheon or Holiday Gala.
- Special access to our affiliated carrier representatives.

BE A PART OF SOMETHING GREAT

BECOME A MEMBER

Are you interested in becoming a member of NAAIA Chicago? We invite you to join us in our mission to increase the number of Black professionals in the insurance industry at both the corporate and agency levels. Follow the steps below to become a member:

1. Visit the NAAIA National membership page at: <https://naaia.memberclicks.net/membership>
2. Click “Apply as a Chapter Member”
3. Under “New User” enter your preferred email and log in information
4. Under “Member Type” select “Chapter Member”
5. Select “Chicago, IL” under “Name of Chapter”
6. Finish filling in your personal information and hit submit!

It is that easy! You will receive email follow up from NAAIA National and NAAIA Chicago about your new membership and upcoming events. If you have any questions about the membership process, please feel free to contact us at naaiachicago@gmail.com.



