

# 2024 SPONSORSHIP OPPORTUNITIES

National Association of Benefits and Insurance Professionals  
Massachusetts Chapter



*Supporting the Important Role of the Benefits and Insurance Professionals in Massachusetts*

## WE VALUE THE SUPPORT OF OUR INDUSTRY PARTNERS!

NABIP-MA is the leading association representing health insurance brokers from across Massachusetts. Our mission is to promote excellence through education, advocacy, and professional development.

As a sponsor, you will have the opportunity to connect with a dedicated network of industry professionals, enhance your brand visibility, and contribute to the growth of NABIP-MA. Partnering with NABIP-MA through sponsorship will position your organization as a committed supporter of benefit and insurance professionals. By engaging in our events, you'll gain exposure, and build relationships.

Your sponsorship is critical, as we support the important role brokers hold in the delivery of health insurance, employee benefits, and related services to businesses and consumers throughout the Commonwealth.

**Thank you for your support!**

# WITH YOUR SUPPORT WE WERE ABLE TO ACCOMPLISH SO MUCH IN 2023!

2023 was a very busy year for NABIP-MA, which included a name change! The following are just a few successes we are able to share thanks to our partners.

- **Benefest 2023** was held again at Polar Park and was a SOLD OUT event!
- NABIP-MA partnered with NABIP-CT again and offered a **Quarterly Webinar Series**.
- Our annual **Summer Social** was one of our highest attended networking socials ever!
- **Commonwealth Policy Conversation** brought together health policy experts to give attendees exclusive insight into current legislative issues.
- **Legislatively**, it was our busiest year yet! Our Legislative Committee and our Board worked closely with other organizations who share our position. Together and separately, we have submitted letters and provided testimony to make sure we have a loud and unified voice on Beacon Hill. Below are just a few of the issues NABIP-MA advocated for tirelessly on behalf of our members and their clients over the past year:
  - Competitive Dental Insurance Marketplace
  - Access to Mental Health Coverage
  - Telehealth - Availability and Cost Containment



## BENEFITS OF SPONSORSHIP

By becoming a sponsor of NABIP-MA, your organization will enjoy several benefits throughout the year:

- Enhanced brand visibility within the health insurance broker community.
- Access to a targeted and engaged audience of industry professionals.
- Opportunities to showcase your products and services.
- Association with a reputable and influential organization in the health insurance industry.
- Contribution to the professional development and growth of health insurance brokers.

The NABIP-MA Sponsorship Year runs from January 1st - December 31st.



## SILVER LEVEL: \$5,000

- Recognition ALL year long
  - Recognition at all NABIP-MA events
  - Logo on NABIP-MA website
  - Logo on all member email communication
  - Logo and special recognition in NABIP-MA Newsletters
- Sponsorship at Benefest (for sponsor commitments before 5/1)
  - Prominent Signage at venue
  - One Complimentary Exhibitor tabletop booth, includes two registrations for exhibit booth staff
  - Key recognition throughout the day (at the podium and projected)
  - Logo printed in program booklet



## GOLD LEVEL: \$10,000

### *All Silver Level Benefits PLUS:*

- Additional Benefest Inclusions (for sponsor commitments before 5/1):
  - Two additional registrations for exhibit booth staff (total of 4 staff registrations)
  - Two complimentary registrations codes to share with your broker contacts
  - 1/2 Page ad in program booklet
- Five Complimentary One-Time Use Registration Passes to NABIP-MA Social Events (excludes Benefest)
- Sponsor Dinner for two of your representatives with individuals from the NABIP-MA Board of Directors





## PLATINUM LEVEL: \$20,000

*All Gold Level Benefits PLUS:*

- Sponsorship of a Webinar (*optional*)
  - Logo recognition on all promotional material
  - Acknowledgement on NABIP-MA site
  - Recognition during the webinar
- Additional Benefest Inclusions (for sponsor commitments before 5/1):
  - One additional exhibitor tabletop booth (2 tables total) with four additional registrations for exhibit booth staff (total of 6 staff registrations)
  - Four complimentary registration codes to share with your broker contacts
  - Full Page ad in program booklet
- Sponsor Dinner for four of your representatives with individuals from the NABIP-MA Board of Directors
- Partner events listed on NABIP-MA site with registration links



## DIAMOND LEVEL: \$20,000 + IN-KIND DONATIONS

*All Platinum Level Benefits PLUS:*

### *In-Kind Donations:*

*In addition to your monetary sponsorship, the Diamond Level Sponsorship includes in-kind donations that further enhance the value of your support. In-kind donations include:*

#### Professional Development

- Host one in-person event aimed at enhancing broker education and expertise. Proceeds from this event will be used to provide complimentary broker registrations to Benefest, NABIP-MA's premier event.

#### Marketing Support

- Offer promotion of NABIP-MA events, including Benefest, through broker channels, newsletters, e-blasts, etc.

*We are open to discussing your specific goals and needs to partner for our mutual success.*



# 2024 NABIP-MA Sponsorship

Contact Name \_\_\_\_\_

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

Email \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

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

## Please Select Sponsorship Level:

- Diamond \$20,000  
& in-kind donations
- Platinum \$20,000       Gold \$10,000
- Silver \$5,000

Please make check payable to:

NABIP-MA

Please mail check to:

NABIP-MA

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Bloomfield, CT 06002

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# NABIP

Shaping the future of healthcare