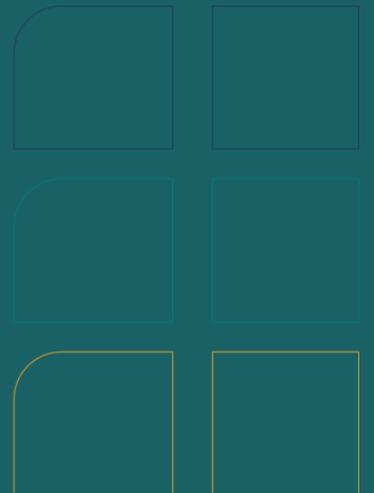




NATIONAL
AFRICAN AMERICAN
INSURANCE ASSOCIATION

2025 NATIONAL
PARTNERSHIP GUIDE



A Message from NAAIA Leadership!

Thank you for considering a partnership with NAAIA!

Since 1997, NAAIA has been the soul and consciousness of the insurance industry, and a catalyst for the creation of career opportunity and access, and professional development.

With more than 2,700 members, an ever-growing chapter network, and over 130 hours of high quality and relevant programming, we have no plans to slow down!

NAAIA proudly stands as the preeminent organization for Blacks and African Americans and professionals of color in the insurance industry, offering a dynamic platform to forge meaningful connections with peers and executives. Through our steadfast commitment to continuous learning, outreach, and support, our members are not only empowered but strategically positioned to achieve their personal and professional goals.

We are unwaveringly committed to fostering collaborative and enduring relationships with organizations that share our values and our industry-wide dedication to cultivating a more diverse talent pool.

Join us today and “Discover the NAAIA Difference.”

Ricky C. Jones *Omari Aarons-Martin*



RICKY JONES
2025-2026 National
Board Chair



OMARI AARONS-MARTIN
Executive Director &
Chief Operating Officer

Our Membership

Our membership is representative of all facets of the insurance industry:

- Independent Agents & Brokers, Captive Agents, and Vendors
- Insurance Carriers, Managing General Agencies, Risk Management Firms
- Financial Services, Property & Casualty, Life, Health, Benefits and Reinsurance Professionals
- Human Resources, IT, Employee Benefits, Finance, and Legal Professionals
- Professionals from all levels i.e., C-Suite, Senior Executives, Managers, Students, etc.
- Risk Managers
- Trade Associations
- Law Firms
- Remediation Firms

Who is NAAIA?

NAAIA was founded by Jerald L. Tillman, LUTCF, an independent agency owner, on March 5, 1997, in Cincinnati, Ohio. We are a 501(c)(6) non-profit organization dedicated to empowering Black and African-American insurance professionals and professionals of color and accelerating their career advancement at every level of the industry.



Why NAAIA?



- **Become Your Best Self**

Through our focus on your development, our members learn from industry experts and thought leaders on emerging trends in the industry in our webinars, roundtables and events.

- **Access Your Network**

Membership gives access to dynamic programming networking, mentorships and leadership and service opportunities.

- **Grow Your Career**

From our career fairs and job posting alerts, match with a NAAIA Partner for your next opportunity.



NAAIA Now, Wherever You Are!

Since establishing our first chapter in Chicago in 2003, NAAIA has continually expanded across the continental United States with plans to expand further in cities with a critical mass of Black and African American insurance professionals.



New chapters are in progress in Alabama, Cincinnati, Memphis, Milwaukee, Nashville, Portland, Raleigh-Durham, and Seattle with a goal of chartering by 2026.

NAAIA's Strategic Plan to guide our growth, overcome barriers to entry and retention for Black and African Americans, and close wealth inequities in the Black American community.



NAAIA Today

2700 members

24 chapters and growing in every major financial center across the US.

2.5 MM revenue

Funding supports operations, staffing and programming.

\$160K scholarships

\$50K in Talent Competition awards, \$70K to J.L. Tillman Scholars and \$40K to HBCUs.

80+ Partners

Over 80+ of the leading insurance companies are our Partners.

NAAIA Tomorrow

7500 members

50 professional chapters and 25 student chapters across the US, and 5 global affiliates.

4.3 MM revenue

Expanded programs by career stage and discipline.

\$500K social impact

Increased scholarships and investments in industry non-profit organizations.

150+ Partners

Expanded partner network increases talent mobility and advancement.



OUTCOMES

1

Insurance as a career of choice for Blacks and African Americans

2

Insurance as a trusted tool for growing and protecting generational wealth

3

Insurance as a key driver in closing the racial wealth gap

Our Programs



National Leadership Summit

NAAIA's premier development event equips attendees to lead themselves and others through development activities and exercises designed to accelerate their career advancement and success.

National Talent Development Competition

Now in its ninth year, sponsored teams of college students give a 15-minute pitch in response to a critical problem in the industry. All students receive scholarships for their efforts, with higher placed teams receiving higher amounts.

Agent + Broker Summit

Whether you're seeking to scale your business or refine your approach, this summit offers the tools and connections needed to thrive in today's marketplace with practical insights and innovative approaches.

Agent Affinity Program

A unique opportunity to grow the number of Black agents with carrier appointments. NAAIA provides access to agent members and Partners provide specialized training, access to senior leadership, and continuing education.

Our Programs



Emerging Professionals Summit

Designed for early to mid-career professionals aged 40 and under, this dynamic and interactive event focuses on equipping the next generation of leaders with the tools, insights, and networks they need to excel.

Leadership U for Humanity

In partnership with Korn Ferry, NAAIA Partners nominate participants for this state-of-the-art cohort-based leadership program that features personalized career coaching, peer-to-peer learning, and access to a career development platform.

Virtual Career Fairs

Offered twice annually in the spring and fall, our career fairs attract employers and job seekers alike. Our Fall Career Fair is targeted to early career and college hire talent and our Spring Career Fair focuses on experienced and executive talent.

NEXT Mentoring Program

Our mentorship program pairs emerging talent with experienced leaders for 1:1 guidance, supported by monthly conversation guides designed to accelerate their professional growth and build meaningful connections.

National Conference

The premier event for Blacks and African Americans, professionals of color and allies in insurance and adjacent fields to build relationships, network and gain invaluable industry experience! With over 1,000 attendees and representation from every sector, career vertical and job level in the industry, National Conference is a can't miss event!

MainStage Plenary

Industry keynotes and panel discussions on emerging trends.

Talent & Career Expo

Participating employers meet career-ready candidates actively or passively looking for their next opportunity.

Workshops

Highly-interactive and engaging workshops featuring NAAIA leaders, Partners and relevant experts.



Gala & Awards

The Conference's culminating celebration honoring our annual leadership award winners and lifetime achievement award recipient.

Networking

The conference includes many specialized spaces and opportunities for attendees to engage together.



Becoming a NAAIA Partner

At NAAIA, we use the term “partnership” intentionally to highlight a mutual commitment to making the insurance industry more inclusive and representative of the world we live in. Our Partner Network includes the leading companies and organizations in our industry.

Why NAAIA?



■ Engage Your Employees

Do your employees have a best friend at work? NAAIA provides best friends in the industry and a unique support system through our chapter network and events.

■ Promote Your Brand

With +2,700 members, partnering with NAAIA gets your organization recognized.

■ Hire the Best People

From our career fairs to job posting alerts, meet candidates poised for their next opportunity.

Level I	\$50,000 and above
Level II	\$35,000 - \$49,999
Level III	\$25,000 - \$34,999
Level IV	\$15,000 - \$24,999
Level V	\$10,000 - \$14,999
Level VI	\$5,000 - \$9,999



Partnership Levels

	Level I	Level II	Level III
Advancing Inclusion Webinar Series or Signature Event speaker	✓	✓	✓
National Talent Development Competition Corporate Advocate or Judge Opportunity	✓	✓	✓
NAAIA Affinity Program Opportunity	✓	✓	
Annual Memberships (general or with chapter of choice)	25	20	15
National Conference Registrations	20	10	5
National Leadership Summit Registrations	15	10	5
Agent + Broker Summit Registrations	15	10	5
Emerging Professionals Summit Registrations	15	10	5
Korn Ferry Leadership U for Humanity Nominations	6	4	2
Spring Career Fair Booth (virtual)	✓	✓	✓
Fall Career Fair Booth (virtual)	✓	✓	✓
NAAIA Career Site Job Posting Access (2025 Calendar Year)	UNLIMITED	UNLIMITED	UNLIMITED
National Conference Talent and Career Expo Booth	10X20	10X20	10X10
Company Ad in National Conference Gala Booklet	FULL PAGE	FULL PAGE	FULL PAGE
Company Logo displayed at National Conference	✓	✓	✓
Company Logo on Website	✓	✓	✓
Company listed in 2025 Annual Report	✓	✓	✓

Partnership Levels

	Level IV	Level V	Level VI
Annual Memberships (general or with chapter of choice)	10	6	3
National Leadership Summit Registrations	3	2	1
Annual Conference Registrations	3	3	1
Agent + Broker Summit and Emerging Professionals Summit Registrations	5 EACH	\$225/PP	\$225/PP
Spring Career Fair Booth OR Fall Career Fair Booth (virtual)*	✓ + \$1,500 FOR BOTH	✓ + \$1,500 FOR BOTH	\$1,500 EACH
NAAIA Career Site Job Posting Access**	9 MONTHS	6 MONTHS	4 MONTHS
National Conference Talent and Career Expo Booth (partner discounted rate)	\$2,500	\$2,500	\$2,500
Company Ad in Conference Souvenir Booklet***	HALF PAGE	QUARTER PAGE	
Company Logo displayed at National Conference	✓	✓	✓
Company Logo on Website	✓	✓	✓
Company listed in Annual Report	✓	✓	✓

**Extended job posting access

***Upgrade/add-on company ad in conference booklet. See specifications on page 21.

- Quarter Page – \$750
- Half Page – \$1,500
- Full Page – \$2,500

**To inquire about add-ons,
contact operations@naaia.org.**

EVENT SPONSORSHIP OPPORTUNITIES

Regional Forums



Now in its third year, NAAIA Regional Forums bring together 150 members, Partners, and industry professionals for a day of learning, networking, and empowerment.

Presenting Sponsor – \$10,000

Exclusive Sponsorship of one of the three Regional Forums program.

- 10 forum registrations
- Opportunity to present “Sponsor Remarks” at Opening Luncheon
- Sponsorship Recognition on Signage and Social Media

Forum Bag Sponsor – \$10,000

Co-branding with NAAIA National on ALL Regional Forum bags.

- 10 forum registrations (can be allocated to any Forum)
- Sponsorship Recognition on Signage and Social Media

Founder’s Reception Sponsor – \$7,500

Co-Sponsorship of one of the three Regional Forums.

- 5 forum registrations
- Opportunity to present “Sponsor Remarks” at Founder’s Reception
- Sponsorship Recognition on Signage and Social Media

WiFi Sponsor – \$5,000

Exclusive sponsorship available at one of the three Regional Forums.

- 2 forum registrations
- Sponsorship Recognition on Signage and Social Media

Host Cities

Chicago

Kansas City

Washington, DC

EVENT SPONSORSHIP OPPORTUNITIES

Virtual Summits



National Leadership Summit

NAAIA’s premier development for all levels of career professionals preparing for or navigating through a transition in their responsibilities.

Emerging Professionals Summit

For the next generation of industry leaders in manager roles under age 40, this high impact session will equip attendees with the skills needed to lead high-profile teams and functions.

Agent + Broker Summit

Whether new to agency ownership or several years in the business, this interactive session will unveil keys to success for thriving as an entrepreneur.



\$5,000	Silver Sponsor	Selected Summit Silver Sponsor Recognition, Registration Page Co-Branding, Social Media promotion and 5 Summit Registrations
\$10,000	Gold Sponsor	Selected Summit Gold Sponsor Recognition, Virtual Lobby Co-Branding, Registration Page Co-Branding, Social Media promotion and 10 Summit Registrations
\$20,000	Presenting Sponsor	Presenting Sponsor of one (1) selected Summit, selected Summit, Sponsor Remarks at selected Summit, Virtual Lobby Co-Branding, Registration Page Co-Branding, Social Media promotion and 15 Summit Registrations

EVENT SPONSORSHIP OPPORTUNITIES

2025 National Conference

Philadelphia – September 23–25, 2025



NAAIA is thrilled to host the 2025 National Conference in the historic city of Philadelphia, where America’s story began. Known as the “City of Brotherly Love,” Philadelphia is a hub of cultural, historical, and culinary treasures that offer a captivating experience for all who visit. Our conference is located in the heart of Center City, placing you steps away from iconic landmarks that shaped the nation, like the Liberty Bell and Independence Hall, where the Declaration of Independence was signed.

Philadelphia is a vibrant blend of old and new, with cobblestone streets leading to modern museums, lively arts districts, and a diverse food scene that will leave your taste buds satisfied. From savoring a classic Philly cheesesteak at Reading Terminal Market to indulging in fine dining at renowned restaurants, this city is a paradise for food lovers. Don’t miss the chance to explore the city’s neighborhoods, from the historic charm of Old City to the artistic vibe of Fishtown.

Getting around Philadelphia is easy thanks to its extensive transportation network, including SEPTA’s buses, trolleys, and subways, making it convenient to visit the famous Philadelphia Museum of Art and the “Rocky Steps,” the Philadelphia Zoo, or stroll along the scenic Schuylkill River Trail.

Join us in Philadelphia, where the echoes of America’s revolutionary past blend seamlessly with its dynamic present, offering a unique blend of history, innovation, and culture. Whether you’re exploring the city’s impressive murals, enjoying a walk through Fairmount Park, or engaging with the city’s passionate sports culture, Philadelphia promises an unforgettable experience at every turn.



EVENT SPONSORSHIP OPPORTUNITIES

National Conference

Diamond Sponsor – \$50,000

Exclusive Sponsorship of one of the following Conference Events/Areas:

- MainStage Plenary
 - Option for 30 second video to be played prior to the Keynote / Panel (sponsor to produce video)
- Registration Area

Co-Sponsorship of one of the following Conference Events/Areas:

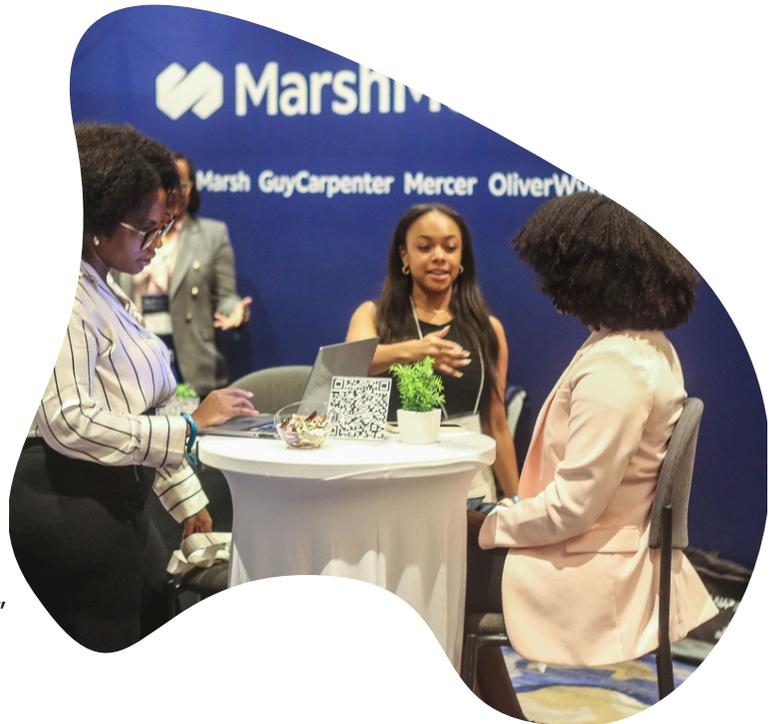
- Welcome Reception
- Gala & Awards Ceremony

Opportunity to present “Sponsor Remarks” (at selected sponsored/co-sponsored event)

Sponsorship/Co-Sponsorship Signage Recognition at selected event

Additional Benefits

- Ten (10) national conference registrations
- One (1) Reserved table at the Conference Gala
- Full-page Ad prominently placed in conference gala booklet
- Company logo featured prominently at conference
- Logo integration, ad and URL listing in Official Conference App
- One (1) 10'x20' Exhibitor Booth at the Talent and Career Expo (staffing included in the above-referenced registrations OR expo only passes)



EVENT SPONSORSHIP OPPORTUNITIES

National Conference

Platinum Sponsor – \$35,000

Exclusive Sponsorship of one of the following Conference Events/Areas:

- Breakfast
- DEI Roundtable (invitation only)
- Executive Session (invitation only)
- NAAIA Leadership Farewell Brunch

Co-Sponsorship of one of the following Conference Events/Areas:

- Pre-Gala Cocktail Reception

Opportunity to present “Sponsor Remarks” (where applicable at selected sponsored/co-sponsored event)

Sponsorship/Co-Sponsorship Signage Recognition at selected event

Additional Benefits

- Ten (10) national conference registrations
- One (1) Reserved table at the Annual Gala and Awards
- Full-page Ad prominently placed in conference gala booklet
- Company logo featured prominently at conference
- Logo integration, ad and URL listing in Official Conference App
- One (1) 10'x10' Exhibitor Booth at the Talent and Career Fair (staffing included in the above-referenced registrations OR expo only passes)



EVENT SPONSORSHIP OPPORTUNITIES

National Conference

Gold Sponsor – \$25,000

Exclusive Sponsorship of one of the following Conference Events/Areas:

- NAAIA Fit
- Conference Wi-Fi

Opportunity to present “Sponsor Remarks” and/or Sponsorship Signage Recognition

Additional Benefits

- Five (5) annual conference registrations
- Full-page Ad in conference souvenir booklet
- Company logo featured prominently at conference
- Logo integration, ad and URL listing in Official Conference App
- One (1) 10’x10 Exhibitor Booth at the Talent and Career Expo (staffing included in the above-referenced registrations OR expo only passes)

Silver Sponsor – \$10,000

- Exclusive Sponsorship of a Conference Workshop with presenting “Sponsor Remarks”
- Sponsorship Signage Recognition
- Two (2) national conference registrations
- Half Page Ad in conference souvenir booklet
- Company logo featured prominently at conference
- Logo integration, ad and URL listing in Official Conference App

A La Carte Sponsor Options

- Opportunity to provide on-site activation – varies (at sponsor’s expense)



EVENT SPONSORSHIP OPPORTUNITIES

Conference Activation

Trade Show Stage

The Trade Show Stage will host 10-minute presentations throughout both days providing for an immense amount of exposure and impressions.

Sponsorship Includes:

- Presenting sponsor in Trade Show Stage name.
- Branding in the Trade Show Stage area.
- Opportunity for marketing materials display.
- Opportunity to host a 15-minute presentation on each of the two (2) Trade Show days.

\$40,000 1 Available



Conference T-Shirt

Sponsorship Includes:

- Sponsor to custom design t-shirt (Conference logo on front)
- T-shirt to be included in conference bag distributed to every full conference attendee.

\$30,000 1 Available



The Belonging Lounge

Located in the Trade Show, this area will provide opportunities for networking, and dialogue.

Sponsorship Includes:

- Branding in the Belonging Lounge
- Opportunity for marketing materials display.
- Opportunity to host a DEI&B discussion in the Belonging Lounge.

\$25,000 1 Available



NAAIA Headshot Studio

Sponsorship Includes:

- Branding in the NAAIA Headshot Studio in Trade Show.
- Opportunity for marketing materials display.
- Sponsor recognition in Conference program

\$25,000 1 Available



EVENT SPONSORSHIP OPPORTUNITIES

Conference Activation

NAAIA reCHARGE Lounge

The NAAIA reCHARGE Lounge provides an opportunity to brand a dynamic recharging lounge area. This lounge will be located in a high-traffic location and is certain to be a central attraction.

Sponsorship Includes:

- Branding in the reCharge Lounge
- Opportunity for marketing materials display.
- Opportunity to host a coffee/snack break in the reCharge Lounge (at sponsor's expense).

\$25,000
1 Available



NAAIA Wellness Studio

Provide attendees an opportunity to rest and relax! Studio to include chair massages, flavored water and guided meditation. Located in the Talent and Career Expo.

Sponsorship Includes:

- Branding in the Wellness Studio
- Opportunity for marketing materials display.
- Opportunity to host a wellness related break/discussion in the Wellness Studio (at sponsor's expense)

\$20,000
1 Available



Community Service Project

Drive impact by giving attendees the opportunity to serve the local community.

Sponsorship Includes:

- Opportunity for sponsor remarks
- Sponsor logo on Community Service Project item (provided at sponsor's expense)
- Sponsor recognition on signage
- Sponsor recognition in Conference program

\$20,000
1 Available



EVENT SPONSORSHIP OPPORTUNITIES

Conference Activation

MainStage Plenary Co-Sponsorship

Sponsorship Includes:

- Option for 30 second video to be played prior to the Keynote / Panel (sponsor to produce video - NAAIA approval required)
- Sponsor recognition at selected Keynote / Plenary session
- Sponsor recognition in Conference program

\$15,000

3 Available



Expo Reception

Sponsorship Includes:

- Custom branding signage at all food and beverage stations during reception
- Sponsor recognition in Conference program

\$15,000

4 Available

WiFi

- Exclusive sponsor of attendee WiFi
- Sponsor recognition in Conference program

\$25,000

1 Available

Conference Bag

- Sponsor of Conference bag co-branded w/NAAIA
- Sponsor recognition in Conference program



\$15,000

1 Available

Conference App

- Exclusive sponsor of Conference App
- Sponsor recognition in Conference program

\$15,000

1 Available

Hotel Key Card Sleeve

- Hotel Key Card co-branded w/NAAIA
- Sponsor recognition in Conference program

\$15,000

1 Available

Conference Lanyard

- Conference Lanyard co-branded w/NAAIA
- Sponsor recognition in Conference program

\$15,000

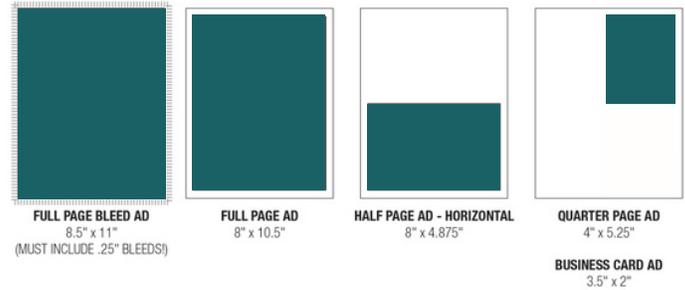
1 Available

EVENT SPONSORSHIP OPPORTUNITIES

Ad Booklet Specs

The 2024 Annual Conference will feature a digital souvenir gala program booklet that contains partner ads, leadership award recipients, and the gala program.

Advertisement Sizes Available



Full Page

\$2,500

**8" x 10.5" /
8.5" x 11" full bleed**

Half Page

\$1,500

**8" x 4.875"
(horizontal)**

Quarter Page

\$750

**4" x 5.25"
(vertical)**

Accepted Digital Formats

General Requirements: Provide a high-resolution PDF of your completed advertisement that is compliant with PDF/X-1a:2001. Export your ads using the PDF/X-1a:2001 settings with compatibility set to version 1.3. High resolution .jpg, .png, or .eps files are also acceptable (must be sized to the provided specs). File must contain only one page.

Supported Applications: We recommend Adobe InDesign, Illustrator, Photoshop, Quark XPress, Canva, etc. DO NOT create ads in Microsoft Word, Publisher or other word processing programs. Photos and graphics in ads should be 300dpi minimum. Although we prefer to use your PDF file, we may require 'native files' if the PDF is not X-1a complaint or has other issues. Additional charges may apply for ads submitted not adhering to the guidelines above.

File Naming: When naming your ad, please use NAAIA and advertiser's name plus ad size. Ex: NAAIA-ABC Corp Half Page

Submission Instructions

Upload: Directly uploading your file is the preferred method of submission. Upload files to <https://bit.ly/NAAIA-Ads25>. Email info@naaia.org to confirm your upload was received.

Email: Files can also be emailed directly to info@naaia.org.

Deadlines: Files for NAAIA Conference Gala Book must be received by August 13, 2025.

EVENT SPONSORSHIP OPPORTUNITIES

Conference Exhibitor

The NAAIA National Conference is your key to accessing an expanding network of diverse insurance professionals and endless opportunities to elevate and promote your company's brand and services.



BOOTH SPACE INVESTMENT

Booth Space Size	Booth Cost	Booth Space Size	Booth Cost
10' x 10'	\$3,500	20' x 20'	\$14,000
10' x 20'	\$7,000	20' x 30'	\$17,500
10' x 30'	\$10,500	20' x 40'	\$21,000

- Additional booth sizes available. Contact us for a custom configuration.

WHAT IS INCLUDED WITH EXHIBIT SPACE?

- Two (2) full conference registrations for booths purchased or upgraded outside of partnership level standard inclusions (includes all conference meals)
- Three (3) exhibitor booth personnel per 10' x 10' booth (access to exhibit hall and welcome reception)
- Access to events in the exhibit hall
- Conference App directory listing
- Draped 8' back and 3' side walls
- 7' x 44" sign identifying your company's name and booth number
- Professional floor management and daily security in exhibit hall
- Access to the NAAIA Exhibitor Promotion Toolkit
- Opportunity to meet NAAIA conference attendees and local career seekers
- Opportunity to provide promotional/marketing item in conference bag (at your expense)

GENERAL EXHIBIT INFORMATION

Philadelphia Talent & Career Expo
Free and Open to the Public

HALL HOURS (times in EST)

Tuesday, September 23

9:30am - 3:00pm

Wednesday, September 24

9:30am - 3:00pm



MOVE-IN HOURS

Monday, September 22

7:30am - 4:30pm

Tuesday, September 23

7:30am - 9:00am

MOVE-OUT HOURS

Wednesday, September 24

3:00pm - 4:30pm

Thursday, September 25

7:30am - 4:30pm

All Booths must be fully set by 9:00am on Tuesday September 23rd

Booths must not be dismantled prior to Trade Show Closing at 3:00pm on Wednesday September 24th



NATIONAL
AFRICAN AMERICAN
INSURANCE ASSOCIATION

Contact Us

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National Operations Director
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WWW.NAAIA.ORG