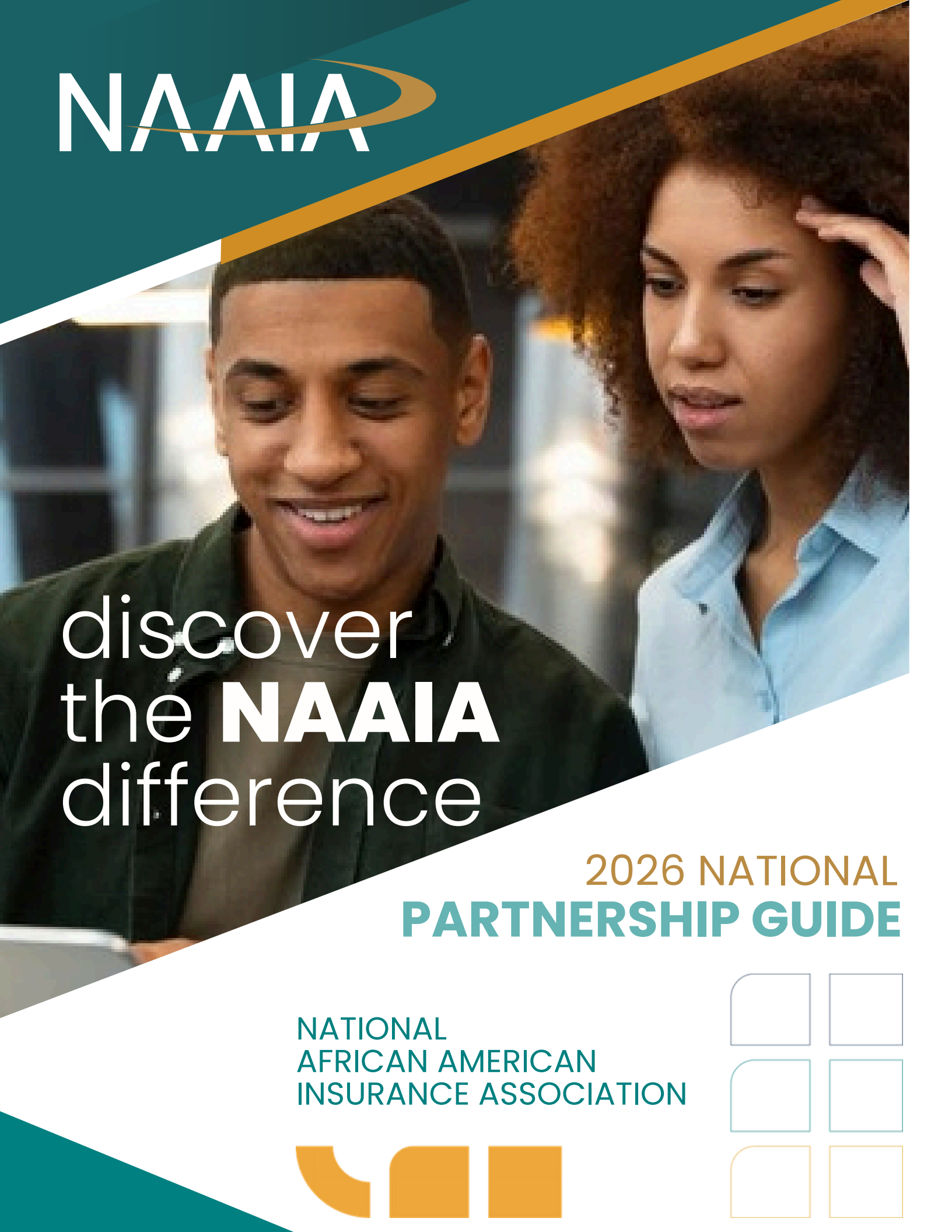


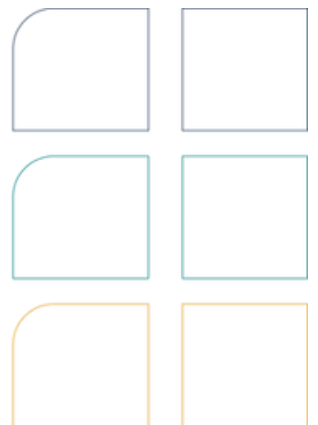
# NAAIA



discover  
the **NAAIA**  
difference

## 2026 NATIONAL **PARTNERSHIP GUIDE**

NATIONAL  
AFRICAN AMERICAN  
INSURANCE ASSOCIATION



# 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 3,300 members, an ever-growing chapter network, and over 175 hours of high quality and relevant programming, we have no plans to slow down!

NAAIA proudly offers a dynamic platform to forge meaningful connections with professionals up and across the industry. 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 JONES**  
2025-2026 National  
Board Chair

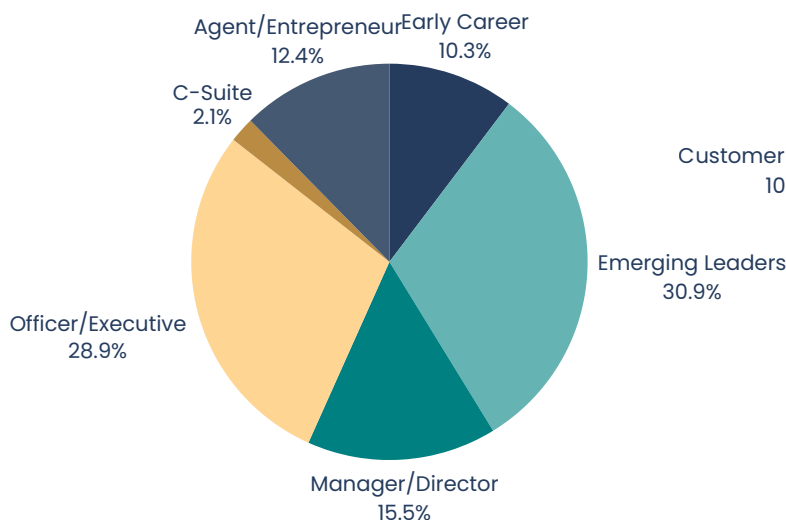


**OMARI AARONS-MARTIN**  
President &  
Chief Executive Officer

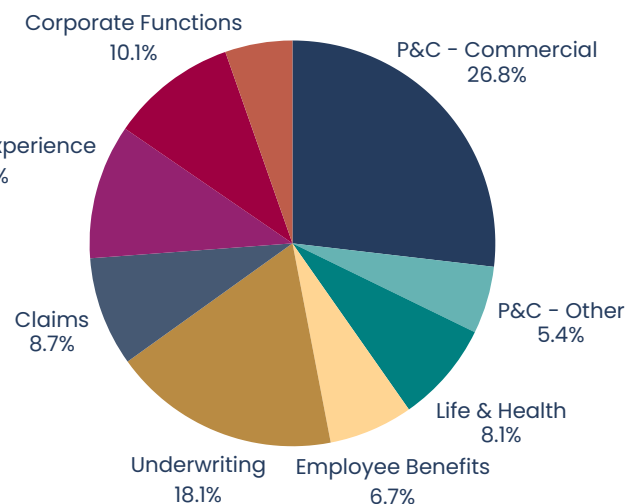
## Our Membership

Insurance and related professions are represented in our membership by role type and career level, from intern to C-Suite, and from agent to underwriter, and corporate office functions – management, information technology, human resources, finance and legal.

### CAREER LEVEL



### CAREER FOCUS



# 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 our allies, accelerating their career aptitude and advancement at every level of the industry.



## ▪ **Advocacy**

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

## ▪ **Access**

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

## ▪ **Advancement**

From our career fairs and job posting alerts, we encourage our members to match with a NAAIA Partner for their next opportunity.

# Is NAAIA inclusive?

Absolutely—and intentionally so! Our network includes professionals of all races and ethnicities, across generations, identities, and roles.

NAAIA was founded to empower Black and African American professionals in insurance, and that is reflected in our core mission. We also know the importance of creating a community where everyone can contribute, learn, and lead.

As a National Partner, you'll be engaging with an organization that practices inclusion at every level:

- Representation across chapters, board roles, and program speakers
- Culturally grounded events and member experiences
- Access to mentors, executive development, and pipeline-building initiatives
- Commitment to modeling supplier diversity in our vendor selection

**Partnering with NAAIA is an investment in co-creating the future of an industry that reflects the world it serves.**

# Becoming a NAAIA Partner

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



- **Reach**

With +3,300 members and 33 chapters, anchor your employees in over 175 hours of professional development programs.

- **Relevance**

NAAIA’s membership is open to everyone – from underwriters and claims professionals, interns to CEOs, industry veterans and emerging leaders.

- **Results**

NAAIA can help you recruit, hire and retain your best people through leadership and service opportunities, our career fairs to job posting alerts.

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



# 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.



\* signifies development chapters in the building process.

# VISION 2030

## OUR STRATEGIC PLAN AND ROADMAP

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



### NAAIA Today

#### 3,300 members

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

#### 2.8 MM revenue

Funding supports operations, staffing and programming.

#### \$170K scholarships

\$50K in Talent Competition awards, \$80K to J.L. Tillman Scholars and \$40K to HBCUs.

#### 80+ Partners

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



### NAAIA Tomorrow

#### 7,500 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

For mid-career to senior managers leading cross functional or enterprise teams and initiatives

Our flagship two-day, virtual program features expert panels and a facilitated leadership development workshop.

## National Talent Development Competition

For undergraduate college and university students, organized in teams of three + an alternate competitor

Participating students receive awards for their 15-minute case response, with higher placed teams receiving higher amounts.

## Agent + Broker Summit

For independent and captive agency owners, producers and brokers

This five-hour virtual program offers tools and connections needed to thrive in today's market with practical insights and approaches.

## Agent Affinity Program

For independent agency owners who are NAAIA members

NAAIA agent members receive carrier appointments, specialized training, access to senior leadership, and continuing education.

# Our Programs



## Emerging Leaders Summit

For early to mid-career leaders (recommended aged 40 and under) and new to leadership.

Full-day virtual summit equips 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.

State-of-the-art cohort-based leadership program with career coaching, peer learning, and development tools.

## Virtual Career Fairs

For job seekers of all levels and role types. Experienced & Executive (Spring); Intern & Early Career (Fall)

Offered twice annually in the spring and fall, our career fairs attract employers and job seekers alike.

## NEXT Mentoring Program

NAAIA members at every career stage and job level.

1:1 guidance, supported by monthly conversation to accelerate growth and build meaningful relationships.

# 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 1,500+ 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.

## Career Fair & Trade Show

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

## Workshops

Highly-interactive and engaging workshops featuring industry leaders and experts, sourced from our Partners, members, and community.



## 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.



## EVENT SPONSORSHIP OPPORTUNITIES

# Regional Forums



2026 Regional Forums will be held in **Cleveland, Ohio** and **Houston, Texas**.

Now in its fourth year, NAAIA Regional Forums bring together 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

### Founder’s Reception Sponsor – \$7,500

Co-Sponsorship of one of the three Regional Forums.

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

# NAAIA Docu-Series Screening



NAAIA is proud to announce the premiere of our DocuSeries, “From Promise to Power: The NAAIA Story.” We’re going on the road to tell our story of building community and invite you to bring NAAIA to your city!

### Premiere Sponsor – \$12,500

Exclusive sponsorship and hosting of a DocuSeries screening.

- 10 event tickets
- Opportunity to present sponsor remarks
- Opportunity to participate in post-screening panel discussion
- Sponsorship Recognition on Signage and Social Media

### Director’s Cut Reception Sponsor – \$5,000

Exclusive reception co-sponsorship available at DocuSeries screening.

- 5 event tickets
- Opportunity to present sponsor remarks
- Sponsorship Recognition on Signage and Social Media

# 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.



<b>\$5,000</b>	<b>Silver Sponsor</b>	Selected Summit Silver Sponsor Recognition, Social Media promotion and 5 Summit Registrations
<b>\$10,000</b>	<b>Gold Sponsor</b>	Selected Summit Gold Sponsor Recognition, Social Media promotion and 10 Summit Registrations
<b>\$20,000</b>	<b>Presenting Sponsor</b>	Selected Summit Presenting Sponsor Recognition, Sponsor Remarks at selected Summit, Virtual Co-Branding, Social Media promotion and 15 Summit Registrations

# Partner Benefits

BENEFIT	LEVEL I \$50K+	LEVEL II \$35K	LEVEL III \$25K	LEVEL IV \$15K	LEVEL V \$10K	LEVEL VI \$5K
Advancing Inclusion Webinar Series or Signature Event speaker	✓	✓	✓			
National Talent Development Competition Corporate Advocate or Judge Opportunity	✓	✓	✓			
NAAIA Affinity Program Opportunity	✓	✓				
NEXT Executive in Residence Speaker	✓	✓				
NAAIA Career Site Job Posting Access (2026 Calendar Year)	12 MONTH	12 MONTH	12 MONTH	9 MONTH	6 MONTH	4 MONTH
Spring Career Fair Booth (virtual)	✓	✓	✓	ONE + \$1,500 FOR BOTH	ONE + \$1,500 FOR BOTH	\$1,500
Fall Career Fair Booth (virtual)	✓	✓	✓			\$1,500
Korn Ferry Leadership U for Humanity Nominations	6	4	2	1		
Company Logo on Website	✓	✓	✓	✓	✓	✓
Company listed in 2026 Annual Report	✓	✓	✓	✓	✓	✓

# Partner Benefits

BENEFIT	LEVEL I \$50K	LEVEL II \$35K	LEVEL III \$25K	LEVEL IV \$15K	LEVEL V \$10K	LEVEL VI \$5K
Annual Memberships (general or with chapter of choice)	25	20	15	10	6	3
National Leadership Summit Registrations	15	10	5	3	2	1
Agent + Broker Summit Registrations	15	10	5	5	\$225	\$225
Emerging Leaders Summit Registrations	15	10	5	5	\$225	\$225
National Conference Registrations	20	10	5	3	2	1
National Conference Career Fair and Trade Show Booth	10x20	10x20	10x10	\$3,500	\$3,500	\$3,500
National Conference Reserved Gala Tables	2	1	Reserved tables available for purchase			
National Conference Plenary Remarks, Speaker or Panelist (subject to availability)	✓					
National Conference Workshop Speaker	✓	✓	✓			
National Conference Invite Only Session Inclusion (with met criteria)	✓	✓	✓			
Company Ad in National Conference Gala Booklet	FULL PAGE	FULL PAGE	FULL PAGE	HALF PAGE	QUARTER PAGE	

# EVENT SPONSORSHIP OPPORTUNITIES

## 2026 National Conference

Charlotte – September 22–24, 2026



NAAIA is thrilled to host the 2026 National Conference in the vibrant and historic city of Charlotte – a place where Southern heritage meets contemporary innovation.

Nicknamed the “Queen City,” Charlotte boasts a rich cultural tapestry rooted in Black American history, a thriving financial district, and a fast-growing arts and culinary scene that makes it one of the most exciting destinations in the South. Our conference will take place in the heart of Uptown, Charlotte’s dynamic and walkable downtown district, placing attendees just steps away from museums, restaurants, entertainment venues, and cultural landmarks.

Charlotte offers a unique blend of the old and the new – from historic neighborhoods like Fourth Ward to modern marvels like the Harvey B. Gantt Center for African-American Arts + Culture and the NASCAR Hall of Fame. Enjoy a night out in South End, or unwind in Romare Bearden Park just outside the conference center.

Food lovers will enjoy Charlotte’s diverse culinary offerings – from upscale Southern cuisine and craft breweries to international flavors and beloved local BBQ joints.

Getting around is easy with the LYNX light rail and the city’s pedestrian-friendly design. You’ll find yourself seamlessly moving from sessions to sightseeing, from networking to exploring Charlotte’s green spaces like Little Sugar Creek Greenway or Freedom Park.

Join us in Charlotte – where history, hospitality, and innovation converge to create an unforgettable experience. The 2026 NAAIA National Conference promises to be one for the books!



# EVENT SPONSORSHIP OPPORTUNITIES

## National Conference

### Platinum Sponsor – \$35,000

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

- Breakfast
- Inclusion & Belonging Roundtable (invitation only)
- C-Suite Executive Leaders Session (invitation only)
- NEXT Executive in Residence
- NAAIA Leadership Farewell Brunch
- Pre-Gala Cocktail Reception

- 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

Sponsorship Signage  
MainStage Recognition

### Gold Sponsor – \$25,000

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

- NAAIA Fit
- Conference Wi-Fi
- NAAIA Foundation Board Meeting
- Global Partners Forum
- Association Leaders Connect

- 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

Sponsorship Signage  
MainStage Recognition

### Silver Sponsor – \$10,000

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

- Conference Workshop
- Trade Show "Connect" Networking Event

- 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

Sponsorship Signage and Remarks

# EVENT SPONSORSHIP OPPORTUNITIES

## Conference Activation

### Trade Show Stage

**\$40,000** 1 Available

Sponsorship Includes:

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



### Conference T-Shirt

**\$30,000** 1 Available

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.

### The Belonging Lounge

**\$25,000** 1 Available

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.
- Sponsorship of a DEI&B conference workshop.



### NAAIA Headshot Studio

**\$25,000** 1 Available

Sponsorship Includes:

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

### NAAIA Podcast Studio

**\$25,000** 1 Available

The Podcast Studio provides an opportunity for NAAIA members to live broadcast episodes from conference.

Sponsorship Includes:

- Branding in the Podcast Studio
- Opportunity for marketing materials display.

# EVENT SPONSORSHIP OPPORTUNITIES

## Conference Activation

### 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.

**\$20,000**

**1 Available**



### Community Service Project

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

Sponsorship Includes:

- Branding in the Community Service area
- Opportunity for sponsor remarks
- Sponsor recognition in Conference program

**\$20,000**

**4 Available**



### 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**



### 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

# 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

For Partners, see page 13 for discounted cost.

Booth Space Size	Booth Cost	Booth Space Size	Booth Cost
10' x 10'	\$5,000	20' x 20'	\$14,000
10' x 20'	\$7,500	20' x 30'	\$17,500
10' x 30'	\$10,500	20' x 40'	\$21,000

## 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)
- 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

**Charlotte Career Fair & Trade Show**  
**Free and Open to the Public**



## HALL HOURS (times in EST)

**Tuesday, September 22**

9:30am - 3:00pm

**Wednesday, September 23**

9:30am - 3:00pm





## NATIONAL BOARD OF DIRECTORS

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Chair  
Travelers

**Susan Johnson**  
Vice Chair & Conference Chair  
The Hartford

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