

IA PARTNERSHIP

OIA is excited to lead the way for independent insurance agents - now and in the future.

To be successful in this, we rely on the support of our company partnerships to help agencies thrive in today's competitive marketplace.

We invite you to partner with us on this journey, and gain access to connect with thousands of independent agents.

NEW BENEFITS OF THE IA PARTNERSHIP

Products:

- Prospecting program enrollment
- Sponsor 1 agent for valuation
- Sponsor 1 agent for benchmarking (R.I.S.E.)
- Sponsor 1 agent to join a peer exchange group

Data:

- Carrier scorecard (1 per year)
- Benchmarking data (1 per year)

ADDED TO THESE GREAT BENEFITS

Education:

- Sponsor CIC or CISR networking breaks
- Sponsor 1 agent for OIA education courses (up to 5 per year)
- Access to OIA classroom

Marketing & Advertising:

- Logo and bio on website
- Participate in IA Talk
- IA Revolution - logo in 12 publications/year
- Sponsor of 1 Next Gen & 1 Regional Event + logo in event app
- Sponsor 2 items at each event (up to \$5,000 per both events)
- Network with peer exchange group - 1 event per year
- 1 Pop Up Event - (max \$1,000)



GOALS

- Be strategic business partners
- Enhance your brand awareness throughout Ohio and our 1,300 agency members
- Maximize visibility for company partners
- Provide exclusive networking opportunities
- Differentiate company partners from their competition
- Advocate on behalf of company partners



REQUIREMENTS

- \$20k minimum investment
 - Larger investment means more access for agents
- Share your agency data with OIA for benchmarking and aggregate use
- Recommend OIA as your preferred vendor
 - Valuation and perpetuation services



HAVE QUESTIONS OR WANT TO GET STARTED?

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