



SUPPORTNY

Position Your Brand and Products at the Heart of New York's Independent Agent Community

As the **most influential association** representing independent insurance agents in New York—and the leading voice for our members in Albany and Washington, D.C.—Big I New York offers **unparalleled opportunities** to support the industry while showcasing your brand and connecting with the very professionals who drive your success.

By partnering with Big I New York, you gain more than visibility—you **gain credibility within the premier network of independent agents.**

Our strategic priorities make us the ideal partner for businesses like yours:

- Empowering agencies to optimize operations and build resilience.
- Attracting and cultivating talent to ensure a thriving industry for years to come.
- Delivering Insurtech guidance to keep members efficient and growing.
- Advocating boldly on behalf of our members and the industry at state and national levels.
- Hosting the largest and most dynamic events for independent agents across New York.

Join Support New York, and position your business where it belongs: at the forefront of New York's independent agent community. ***The decision should be easy.***

QUICK FACTS

WHO WE ARE

1,500 NY agencies and branches
13,000+ NY agency team members supported

BRAND EXPOSURE & IMPRESSIONS

54,000 active users this past year at BigINY.org

5,000 social media followers across channels

4,700+ education class registrations

Impressive, above-industry standard email open rates

13,500 industry team members in email distribution list

Active and engaged group of agency principals/decision-makers

NETWORKING & RELATIONSHIP BUILDING

Community-building mindset with in-person and virtual opportunities

Interest groups including active **NextGen** young pros, G100 Advocacy Leaders, and more!

NY P&C INSURANCE SUMMIT

Charting a Path for Stability and Access for All

Albany, NY | February 4, 2025

**Invitations limited to NYS Policymakers & NY FIRST + G100 members*

First of its kind event to educate Policymakers about insurance market and the serious challenges.

NY INSURANCE WOMEN'S SUMMIT

Western NY | 2025

An event built to empower women in our industry through tools, connections, and building confidence to achieve goals professionally and personally.

GO BIG 2025

Uniondale, NY | May 14-15, 2025

This premier NY independent agent event provides top-shelf networking, insights, education, and an industry marketplace to help achieve success.

EVENTS

SUPPORTNY

BENEFITS	CHAIR OF THE BOARD \$20,000	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	FRIENDS \$3,000
VIP ACCESS						
Exclusive invitation to present to Big I NY board of directors	•					
One-on-one discussion w/ Big I NY president on IA trends and issues	•	•				
NETWORKING & RELATIONSHIP BUILDING						
Recognition at all events	Logo	Logo	Logo	Logo	Name	Name
Go Big 2025 May 14-15, Uniondale, NY						
Go Big premier sponsor	On stage & prominent logo	•				
Go Big event attendee list	•	•				
Complimentary Go Big registrations	8 total w/ reserved table	3 company 3 agent	2 company 2 agent	2	1	
Recognition on Go Big webpage	Hyperlink logo	Hyperlink logo	Hyperlink logo	Name	Name	
Exclusive "Early Bird Exhibitor" invitation	•	•	•	•	•	•
Exclusive opportunity for additional event sponsorship	First priority	Second priority	Third priority	Fourth priority	Fourth priority	Fifth priority
Exhibit booth	Complimentary & choice of location	Complimentary & prime location	50% discount	50% discount	Member rate	Member rate
NY Insurance Women's Summit 2025, Western NY						
Women's Summit premier sponsor	On stage & prominent logo	•				
Women's Summit event attendee list	•	•				
Recognition on Women's Summit webpage	Hyperlink logo	Name	Name			
Complimentary Women's Summit registrations	5 total	3 total	2 total	1 total		
BRAND EXPOSURE & IMPRESSIONS						
Host a private webinar	2	1				
Recognition in NY P&C Marketplace Report	Full-page ad	Half-page ad	Logo			
Guest blog post + shared socially	4	3	1			
Recognition in education classes	Logo	Logo	Logo	Logo	Name	Name

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BRAND EXPOSURE & IMPRESSIONS (cont.)						
Digital ad in member-facing email	4	3	2	1		
Banner ad on Big I NY homepage	4 custom	2 custom	1 custom	Logo included	Logo included	
Tagged social media	•	•	•	•	•	
Branding on Big I NY website	Hyperlink logo	Hyperlink logo	Hyperlink logo	Hyperlink logo	Hyperlink logo	Hyperlink name
BIG I NEW YORK CORPORATE MEMBERSHIP						
Access to NY P&C Marketplace Report	•	•	•	•	•	
Access to Catalyt State of Tech Report	•	•	•	•	•	•
Staff subscription to communications	•	•	•	•	•	•
Education class discounts for staff	•	•	•	•	•	•
Discounted member programs	•	•	•	•	•	•

WHAT IS NY FIRST?

NY First is a group of insurance companies and trade associations that support the independent agency system in New York. The group focuses on legislative & regulatory advocacy and other projects that support a healthy, vibrant insurance market and workforce in New York.

The group will be the lead sponsor with Big I New York for the NY P&C Insurance Summit produced by City & State on February 4, 2025.

QUESTIONS? Contact Christine Neet at cneet@biginy.org or (315) 432-4231.



I WANT TO SUPPORT MY INDEPENDENT AGENCY NETWORK!

Chair of the Board (\$20,000)

Diamond (\$15,000)

Platinum (\$10,000)

Gold (\$7,500)

Silver (\$5,000)

Friends (\$3,000)

I want to join NY First (insurance companies) | Annual dues \$1,000

Company name: _____

Main contact name: _____

If billing contact is different, please provide it here: _____

Company address: _____

Phone: _____ Email: _____

Company website: _____

TOTAL AMOUNT DUE: \$ _____

Payment information:

Check (Payable to Big I NY)

Please invoice me

Credit card: Visa

Mastercard

American Express

Card number: _____ Security code: _____ Exp. date: _____

Name on card: _____ Signature: _____

Billing address: _____

Support NY Terms and Conditions:

The Support NY operates on a calendar year (benefits applicable January 1 – December 31). Commitments must be renewed each year to continue as an Support NY sponsor and receive corresponding benefits. This contract serves as a binding agreement between your company and Big I New York. Your company is responsible for the full, contracted balance, as no cancellations are permitted.

Payment is due at the time this commitment form is returned to Big I NY. Big I NY must receive this commitment form and complete payment by January 31, 2025 to receive applicable benefits. If payment is received after this date, benefits may be adjusted accordingly. Please note, if you choose the "credit card" option, your card will be charged upon Big I NY's receipt of this form.

I agree to all terms and conditions outlined in this agreement.

Signature: _____ Date: _____

*Mail form to Christine Neet, Big I NY, 5784 Widewaters Pkwy, 1st Floor, Dewitt, NY 13214; or email cneet@biginy.org.