



SUPPORTNY

Stay in Front of the Agents Who Drive Your Business

Reaching independent agents has never been more important – *and challenging*.

Support New York makes it easier.

Your Support NY partnership gives you a full year of strategic opportunities to stay visible, build relationships, and engage with New York's independent agency community. From events and communications to meaningful connections, you stay connected to the agents who matter to your business.

And you're not doing it alone. You're tapping into the trust, credibility, and connections Big I New York has built over **144 years** to help you reach the right people, deepen relationships, and drive your business forward.

This industry runs on relationships. We make them stronger.

One partnership. A full year of visibility, access, and connection.

QUICK FACTS

WHO WE ARE

1,500 NY agencies and branches

13,000+ NY agency team members supported

BRAND EXPOSURE & IMPRESSIONS

57,000+ active users this past year at BiglNY.org

9,600+ social media followers across channels

5,000+ education class registrations

17,000+ industry team members in email distribution list

Impressive, above-industry standard email open rates

Active and engaged group of agency principals/decision-makers

NETWORKING & RELATIONSHIP BUILDING

Community-building mindset with in-person and virtual opportunities for interest groups including active **NextGen** young pros, **G100 Advocacy Leaders**, **NY First** & more!

CORE IN-PERSON EVENTS

BIG I NY WOMEN IN INSURANCE SUMMIT

Fall 2027

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

GO BIG 2027

Uniondale, NY | May 11-12, 2027

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

INTIMATE ENGAGEMENT MEETUPS

Coffee Pop-Ins, Executive Insights Breakfasts & Advocacy Meetings

Year Round

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
Online company listing by category	Hyperlinked logo	Hyperlinked logo	Hyperlinked logo	Hyperlinked logo	Hyperlinked name	Company name
Go Big 2027 May 11-12 in Uniondale, NY						
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	
Early-bird exhibitor access	•	•	•	•	•	•
Priority access for Go Big sponsorships	•	•	•	•	•	•
Exhibit booth	Complimentary & choice of location	Complimentary & prime location	50% discount	50% discount	Member rate	Member rate
Big I NY Women in Insurance Summit 2027						
Women in Insurance Summit attendee list	•	•	•			
Recognition on Women in Insurance Summit webpage	Hyperlink logo	Name	Name			
Priority access for Women in Insurance Summit sponsorships	•	•	•	•	•	•
Complimentary Women in Insurance Summit registrations	5	3	2	1		
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
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 recognition	•	•	•	•	•	
Branding on Support NY webpage	Hyperlink logo	Hyperlink logo	Hyperlink logo	Hyperlink logo	Hyperlink logo	Hyperlink name

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BENEFITS	CHAIR OF THE BOARD \$20,000	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	FRIENDS \$3,000
BIG I NEW YORK CORPORATE MEMBERSHIP						
Staff subscription to Big I NY communications	•	•	•	•	•	•
Education class discounts for staff	•	•	•	•	•	•
Discounted member programs	•	•	•	•	•	•
Discounted event registration	•	•	•	•	•	•
Access to Catalyit State of Tech Report	•	•	•	•	•	•
Access to NY P&C Marketplace Report	•	•	•	•	•	•



Have a Seat at the Table Impacting New York's Insurance Marketplace

Support NY builds your visibility and relationships with independent agencies.

Adding on NY First membership puts you at the table where collaboration on industry issues turns into action.

NY First brings carriers and independent agents together around advocacy, regulatory issues, research, and strategic initiatives affecting New York's insurance marketplace.

And this group does more than talk. Ideas developed around this table have become real initiatives, bringing industry leaders, regulators and policymakers together to elevate critical marketplace issues and drive meaningful conversations forward.

Together, we work to strengthen New York's insurance marketplace, the independent agency system, and the consumers we all serve.

If you are a carrier who writes in New York, this is a table you want to be part of.

QUESTIONS? Contact Kathy Lawler at klawler@biginy.org or (315) 432-4218.

ADDITIONAL EVENT SPONSORSHIPS

PLEASE NOTE: Support NY members receive exclusive access to reserve event sponsorship(s) before registration opens, and the *best-priced* options; additional benefits and sponsorships may be added. All are on a **first-come, first-served basis**.

Go Big 2027 May 11-12 in Uniondale, NY	Support NY	Non-Member	Benefit Highlights
WiFi			
» Option 1	\$4,000	\$4,750	- WiFi code is company name (<i>restrictions apply</i>)
» Option 2	\$1,500	\$1,750	- Your logo included with WiFi information
Main Stage: Morning Kickoff	\$3,750	\$4,250	- Digital signage on stage at session - Thank you from stage
Main Stage: Luncheon	\$3,750	\$4,250	- Digital signage on stage at session - Thank you from stage
Reception	\$3,750	\$4,250	- Your logo at reception - [Your Name] signature drink
Networking in Industry Marketplace	\$3,000	\$3,500	- Logo on Industry Marketplace signage - Thank you from Main Stage
Lanyards	\$2,575	\$3,000	- Your logo (1 color) on lanyards
Convention Bags	\$2,575	\$3,000	- Your logo (1 color) on bags handed out at registration
Snack Bag	\$2,575	\$3,000	- Your logo (1 color) on bags filled with water and snacks at conclusion of Go Big - Ability to include 1 printed flier in bag
Workshop/Session *MULTIPLE AVAILABLE	\$2,125	\$2,500	- Your logo at session - Thank you from podium
Hotel Key Holder	\$1,750	\$2,000	- Your logo on custom key card holder
All-Day Coffee	\$1,750	\$2,000	- Your logo at coffee station
Refreshments	\$1,750	\$2,000	- Your logo with refreshments
Big I NY Women in Insurance Summit 2027	Support NY	Non-Member	Benefit Highlights
Keynote	\$3,750	\$4,500	- Includes tickets (# TBD) at reserved table - Opportunity to introduce keynote (<i>optional</i>) - Digital signage on stage at session - Thank you from stage
Lunch	\$3,750	\$4,500	- Includes tickets (# TBD) at reserved table - Digital signage on stage at session - Thank you from stage
Table	\$2,375	\$2,750	- Includes tickets (# TBD) at reserved table
Lanyard	\$2,125	\$2,500	- Your logo (1 color) on lanyards
[Your Name] Mimosa & Juice Bar	\$2,125	\$2,500	- Your logo at Mimosa & Juice Bar - Thank you from stage
Summit Send-Off Bag	\$2,125	\$2,500	- Your logo (1 color) on bags filled with water and snacks at conclusion of Summit - Ability to include 1 printed flier in bag
Signature Session *MULTIPLE AVAILABLE	\$1,750	\$2,000	- Your logo at session - Thank you from podium
Notebook	\$1,750	\$2,000	- Your logo (1 color) on cover of notebook provided to each attendee
Morning Bites	\$1,250	\$1,500	- Your logo with morning refreshments
All-Day Coffee	\$1,250	\$1,500	- Your logo at coffee station
Afternoon Sweet Treat	\$1,250	\$1,500	- Your logo on digital signage when treats are handed out

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

EVENT SPONSORSHIPS *Please specify which sponsorship(s) you would like to purchase

Go Big: _____

Women's Summit: _____

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 December 31, 2026 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 Big I NY – Trisha Groth, 5784 Widewaters Pkwy, 1st Floor, DeWitt, NY 13214; or email tgroth@biginy.org.