



Life Insurers Council 2021 Sponsorship Commitment Form FOR VIRTUAL EVENTS

(Revised 12/18/2020)

For more information contact LIC Associate Director Audrey Wittenburg, lic@loma.org.

Premier LIC Sponsorship

_____ – **Premier Sponsorship**

\$6,000 for LIC Members Only

Premier Sponsorship includes sponsorship of all available LIC events for the year, including Deluxe Sponsorship of the Annual Meeting, two Conferences, nine Committee Meetings, and nine Committee Calls. Includes two complimentary sponsor registrations to all events, additional complimentary registrations to give to clients, logo and sponsor recognition in meeting sessions and materials, and single-use attendee email list for the Annual Meeting, Conferences, and full-day Committee Meetings. Other benefits may be added.

Virtual LIC Annual Meeting Sponsorship

_____ – **Virtual LIC Annual Meeting, Basic Level** – February 3-4, 2021

\$1,000 for LIC Members, \$1,500 for Nonmembers (Includes one registration, up to two more \$50 each)

_____ – **Virtual LIC Annual Meeting, Deluxe Level** – February 3-4, 2021

\$3,000 for LIC Members, \$3,500 for Nonmembers (Includes two registrations, up to two more \$50 each)

Speaker Sponsorship

___ \$TBD – **Speaker Sponsorship** – If your company is interested in underwriting the fee for a professional speaker at any of LIC's conferences or other meetings, please contact lic@loma.org

Virtual LIC Conference Sponsorships

_____ – **Final Expense Workshop** – November 9-10, 2021

\$500 for LIC Members, \$750 for Nonmembers (Includes one registration, up to two more \$50 each)

_____ – **Preneed Forum** – June 8-9, 2021

\$500 for LIC Members, \$750 for Nonmembers (Includes one registration, up to two more \$50 each)

Virtual LIC Committee Meeting Sponsorships

While Affiliates/Vendors have the option to sign up for LIC Conferences (above) as non-sponsor attendees, for LIC Committee events (below), sponsorship is required in order to attend.

_____ – **Committee Meetings: Affiliates/Vendors must be a sponsor in order to attend.**

Per Meeting: \$350 for Members, \$500 for Nonmembers (Includes one registration, up to two more \$50 each)

Committee Meetings are currently planned to be virtual, 4 hours on one day; if any meetings change to in-person the dates will stay the same. Check those you want to sponsor (see the [2021 Schedule](#) for dates).

– Annuity – ERM – Financial Accounting – Home Service – HR

– Marketing – Operations – Supplemental Products – Technology

_____ – **Committee Conference Calls: Affiliates/Vendors must be a sponsor in order to attend.**

Per Call: \$75 for LIC Members, \$100 for Nonmembers (Includes one registration, up to two more \$50 each)

Conference Calls are 90-minute virtual meetings primarily consisting of facilitated discussion. Check those you want to sponsor (see the [2021 Schedule](#) for dates).

– Annuity – ERM – Financial Accounting – HR – Laws/Legislation

– Operations – Project Management – Supplemental Products – Technology

TOTAL: _____ My company agrees to pay the applicable sponsorship fee(s) selected above.

Signed: _____ Print Name: _____

Company: _____

Send completed form and a high-resolution company logo to lic@loma.org. LIC will invoice upon receipt.



Become a Sponsor of the Life Insurers Council – 2021 (Rev. 1/11/2021) Improving Performance Through Shared Excellence

The Life Insurers Council is the only nonprofit organization dedicated to helping small-to-midsize life carriers improve their business...we have an important mission and are proud of the value LIC brings to member companies. We ask that each and every member company consider sponsorship to help support LIC services and activities that continue all year round – improving performance through shared excellence. There is no better place for you to build strong relationships over time with a targeted group interested in your company's products and services and to demonstrate that your company is interested in working with small-to-midsize life companies.

Sponsorship opportunities include a wide variety of committee meetings, workshops/forums, and the LIC Annual Meeting & Marketing Conference. LIC member companies receive discounted sponsorship rates. To confirm your company's LIC membership status, please contact lic@loma.org.

NEW – In addition to regular Conference Sponsorships, we invite you to consider underwriting the cost of a professional speaker at any of LIC's conferences or other meetings; contact lic@loma.org if interested.

Don't delay! Be a supporting participant in one of the most highly valued organizations in the industry. Opportunities are limited and on a first-come, first-served basis. To sign up, complete the LIC Sponsorship Commitment Form. Questions? Contact LIC at lic@loma.org.

Premier LIC Sponsorship Benefits

Premier Sponsorship includes Deluxe Sponsorship of the upcoming 2021 LIC Annual Meeting and sponsorship of all other available LIC events throughout the year. Includes two complimentary registrations to all events.

| Benefit | LIC Member Company | Nonmember Company |
|---------------------|--|--------------------------------------|
| Cost | 2021 Premier LIC Sponsorship \$6,000 | N/A - Available to LIC Members only. |
| Includes All Events | * 2021 Deluxe Annual Meeting & Marketing Conference Sponsorship, with 2 registrations * 2021 Final Expense Workshop and Preneed Forum Sponsorship, with 2 registrations each * All other available 2021 LIC Committee Meetings, with 2 registrations each; comp passes for insurance company clients | |

LIC Annual Meeting & Marketing Conference Sponsorship Benefits

The signature event of the Life Insurers Council draws approximately 100 senior-level life company executives interested in networking and sharing ideas to improve their business. Not only is sponsorship at the Annual Meeting a demonstration of your company's strong support of this important and highly valued membership organization, it also provides maximum visibility with the full membership. Sponsorship opportunities for the 2021 LIC Virtual Annual Meeting will be posted when available.

| Benefit | LIC Member Company | Nonmember Company |
|---------------------------|---|--|
| Cost | \$1,000 Basic (one attendee registration is included) \$3,000 Deluxe (two registrations included) | \$1,500 Basic (one attendee registration is included) \$3,500 Deluxe (two registrations included) |
| Introduction to attendees | A personal introduction to the participants, including a brief statement about your company's value proposition | |
| Marketing exposure | * Logo in meeting agenda and in LIC's post-event email to attendees * Ability to place brochures and/or logo items in the LIC Registration Area OR send goodies to virtual attendees * Virtual Conference Sponsors will get a single-use email list after the meeting. | |

LIC Conference Sponsorship Benefits (eg, Final Expense Workshop, Preneed Forum)

These mid-sized meetings draw a more diverse and larger audience of 50-75 attendees and focus on product areas such as the Final Expense Workshop in June and Preneed Forum in November. These are great opportunities for companies to show a commitment to the industry and gain visibility among LIC's life insurance companies.

| Benefit | LIC Member Company | Nonmember Company |
|---------------------------|---|-----------------------------------|
| Cost | \$500 (includes one registration) | \$750 (includes one registration) |
| Introduction to attendees | A personal introduction to the participants, including a brief statement about your company's value proposition | |
| Marketing exposure | * Logo in meeting agenda and in LIC's post-event email to attendees * Ability to place brochures and/or logo items in the LIC Registration Area OR send goodies to virtual attendees * Virtual Conference Sponsors will get a single-use email list after the meeting. | |

LIC Committee Meeting Sponsorship Benefits

Small groups of approximately 10-25 attendees with a focus on a specific functional area (e.g., marketing, technology, etc.) will meet once a year for a full meeting of education, information sharing, and networking, plus once a year 90-minute networking conference calls. LIC committee meetings provide an unparalleled opportunity to listen to the issues and challenges faced by small-midsize life companies and to develop relationships with decision-makers in your target market. **These meetings are only open to insurance company home office employees, plus sponsoring vendors/service providers and speakers.** Vendors and service providers must sign up as a sponsor in order to participate in these LIC Committee Meetings.

| Benefit | LIC Member Company | Nonmember Company |
|---------------------------|---|---|
| Cost | \$350 per Full-Day Meeting includes one attendee \$75 per Conference Call includes one attendee | \$500 per Full-Day Meeting includes one attendee \$100 per Conference Call includes one attendee |
| Event access for sponsors | Ability to attend the meeting sessions. Up to two more can register for \$50 each. | |
| Introduction to attendees | A personal introduction to the meeting participants, including a brief statement about your company's value proposition | |
| Marketing exposure | * Logo in meeting agenda * LIC Committee Meetings are unique: Sponsors are there mainly to build relationships with decision-makers, serve as subject-matter experts, and learn from attendee discussions, and are not as much in a promotional/exhibitor capacity. * Virtual Committee Meeting Sponsors will get a single-use email list after full-day Committee Meetings (not Calls). | |