



PAMIC

Pennsylvania Association of
Mutual Insurance Companies



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21

**SPONSORSHIP
OPPORTUNITIES**

TABLE OF CONTENTS

1	Description of PAMIC
2	PAMIC Member Demographics
3	Sponsorship Exposure/Benefits
4	Event Listing
6	Event Sponsorship Opportunities: Single & Annual
8	Annual Event Sponsorship Benefits
9	Annual Event Sponsorship Level Pricing
10	114th Convention Description
11	Testimonials from the 112th Convention
12	Convention Sponsorship Opportunities



PAMIC

Pennsylvania Association of
Mutual Insurance Companies

The Pennsylvania Association of Mutual Insurance Companies (PAMIC) is a trade association that has proudly represented the mutual insurance industry since 1907.

The membership comprises some of the most historic companies in the industry, along with new companies who are thriving under the same model. Today the member groups represent many property and casualty insurers licensed to do business in Pennsylvania. While PAMIC is based in Pennsylvania, its membership represents the majority of the Mid-Atlantic region. PAMIC companies hail from:

- Pennsylvania
- Ohio
- Michigan
- Maryland
- New Jersey
- New York
- West Virginia
- Virginia
- California
- Maine

PAMIC MEMBER DEMOGRAPHICS

130
MARKET MEMBERS



Beyond mutual companies, PAMIC represents over 130 market members who are crucial in upholding the value and operations of its member groups. Some examples of associates are: law firms, accounting firms, reinsurance companies, restoration companies and technology firms.

120

UNIQUE INSURERS

\$36

BILLION IN SURPLUS

\$69

BILLION IN NATIONAL ANNUAL PREMIUM

\$4.5

BILLION IN PA ANNUAL PREMIUM

\$1.5

BILLION IN PA ANNUAL TAXES PAID

\$583

MILLION IN COMMISSIONS PAID

PAMIC consists of two primary membership types: insurer member and associate member. Listed below is the breakdown of groupings within those two types.

MEMBERSHIP COMPANY TYPES

MUTUAL INSURER MEMBER	RESTORATION SERVICES
51	4
GENERAL INSURER	AUDITING, FINANCE & ACCOUNTING
5	20
LAW FIRM	OTHER INSURANCE SERVICES
33	19
CLAIMS ADJUSTING & FORENSICS	REINSURER
19	11
INFORMATION TECHNOLOGY	REINSURANCE INTERMEDIARY
16	6
2	
NATIONAL INSURANCE COMPANY TRADE ASSOCIATION	



SPONSORSHIP EXPOSURE/BENEFITS

What can PAMIC sponsorship do for your company?

At any level, sponsoring PAMIC can:

- Generate strong leads by drawing in interested clients
- Put your company front and center, boosting credibility and giving your business authority over competitors
- Promote your company in front of your target audience at a specific industry-related educational seminar (i.e. Claims, Underwriting, Financial Management)
- Grant your company brand awareness and media exposure via LinkedIn, Facebook, Twitter, and more
- Increase your reach to new clients, customers, and businesses, some of which you may not have even been aware
- Reconnect with clients and engage with an audience to maintain strong business relations
- Deliver great ROI by keeping sponsorship costs low compared to similar industry-related organizations, but promoting to a more direct audience

2021 EVENT LISTING

Mutual Insurance Day

(February — tentative)

*Approximate attendance —
60–70 people*

Mutual Insurance Day gives members the opportunity to learn about how the current elections may impact the industry, find out about PAMIC's legislative and regulatory agenda, meet their legislators, acknowledge PAMIC's "Legislator of the Year," and network with current PAMIC members. The day ends with our traditional ice cream social in the Capitol Building.

Annual Spring Conference

(March)

*Approximate attendance —
100–120 people*

Annual Spring Conference is hosted in March to kick off PAMIC's annual events. Annual Spring Conference provides half a day of education on a wide variety of topics that are of interest to many insurance professionals in any area of the industry.

Claims Summit

(April)

*Approximate attendance — 300–350
people*

Each year PAMIC hosts the annual Claims Summit, which draws over 300 insurance professionals and 40 exhibiting companies including law firms, claims adjusters, forensic engineers and other related businesses. Offering a day and a half of education, an average of 9 CLE credits, and plenty of networking time, this is the Mid-Atlantic region's premiere claims related event.

Small Company Roundtables

(May)

*Approximate attendance — 25–30 people
(members only)*

Conveniently located for our small company members in Eastern and Western Pennsylvania, this meeting is hosted in a roundtable structure and focuses on pertinent issues for insurance companies operating on a smaller scale.

Executive & Board Roundtable

(June)

*Approximate attendance —
60–70 people*

This summertime event is geared toward education for C-Suite executives and board members of mutual insurance companies. Sessions focus on strategic planning, corporate governance, succession planning, and more.

Mid-Atlantic Mutual Advantage Convention

(August)

*Approximate attendance — 350–400
people*

The annual convention is the most anticipated event of the year. Hosted in various locations around the Mid-Atlantic region, convention attendance reaches up to 400 attendees and provides a variety of education, guest, and children's programs. There are also numerous sponsorship and exhibitor opportunities available for this event.

Financial Management Seminar

(September)

*Approximate attendance —
80–90 people*

The Financial Management Seminar is an annual, single-day seminar that focuses on the pertinent financial topics of the industry such as insurance accounting, audits and basics of actuarial work, guidance on investments, and more.

Insurance Technology Trends Seminar

(October)

*Approximate attendance —
60–70 people*

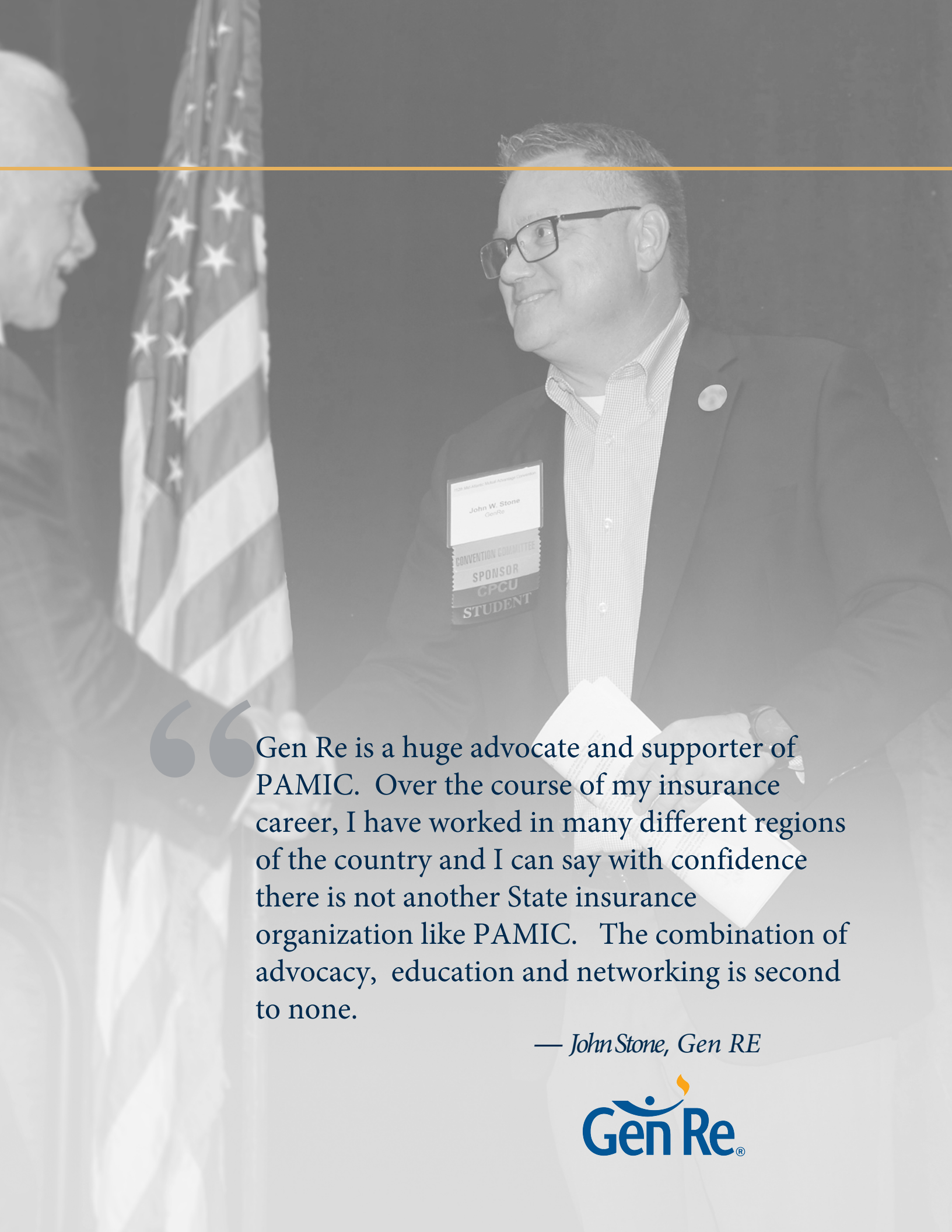
The IT Trends Seminar is an annual, single-day seminar that focuses on the emerging issues and trends in insurance technology, including customer service, artificial intelligence, catastrophe response, and more.

Underwriting & Loss Prevention Seminar

(November)

*Approximate attendance —
90–100 people*

The Underwriting & Loss Prevention Seminar is an annual, single-day seminar that focuses on tools available in underwriting, rates and form filing, pricing, and more.



“Gen Re is a huge advocate and supporter of PAMIC. Over the course of my insurance career, I have worked in many different regions of the country and I can say with confidence there is not another State insurance organization like PAMIC. The combination of advocacy, education and networking is second to none.

— John Stone, Gen RE



EVENT SPONSORSHIP OPPORTUNITIES

SINGLE EVENT SPONSORSHIPS

Interested companies can sponsor any annual PAMIC event (not including Convention) at the Gold, Silver, or Bronze level. This is a one-time event sponsorship with a list of benefits and works well for associate companies such as law firms, financial advisors, and others that operate in a specific field of the Mutual insurance industry. This option allows for a one-time payment, and registration for the event sponsorship within a 6–8 week time frame prior to the event.

ANNUAL EVENT SPONSORSHIPS (Platinum & Flex)

Platinum Sponsorship

The Platinum program is an all-inclusive option for companies that desire to be promoted continuously year-round. This option allows for a one-time payment to sponsor PAMIC's entire calendar of events each year at a 20% discount off the Gold level base price. In addition, Platinum sponsors are promoted in areas where other sponsor levels are not, including the PAMIC Pulse, website, email announcements, and more.

Flex Sponsorship (3+ Event Package)

The Flex program was designed for companies that would like to sponsor three or more annual events throughout the year. Also available at the Gold, Silver, or Bronze level, this package features a similar but upgraded list of benefits from the single event sponsorship and a 10% discounted price from the single event option. The Flex program allows companies a flexible way to plan their marketing strategy by allowing them to choose which events to sponsor ahead of time.

2020 SPONSOR LISTING

PLATINUM SPONSORS

Baker Tilly

Brown Schultz Sheridan & Fritz

Donegal Insurance Group

Encova Insurance

Enquiron

Gen Re

Munich Re/Hartford Steam Boiler

Guy Carpenter

Mutual Boiler Re

Pennsylvania Lumbermens Mutual
Insurance Company

Willis Re

FLEX GOLD SPONSORS

Berkley Re Solutions

ValueMomentum

FLEX BRONZE SPONSORS

Tuscarora Wayne Group of Companies

Farmers Mutual Insurance Company

New England Asset Management

Optima SIU

Westmont Associates, INC.

INDIVIDUAL EVENT SPONSORS

American Express Company

Penn National Insurance Company

Harford Mutual Insurance Company

Pennsylvania Trust

Mazars USA LLP

PowerClaim / Hawkins Research, Inc.

Mintzer Sarowitz Zeris Ledva & Meyers, LLP

The Philadelphia Contributionship

Penn National Insurance Company

Travelers Boiler Re (Travelers Insurance Co.)

ANNUAL EVENT SPONSORSHIP BENEFITS

	PLATINUM	GOLD	SILVER	BRONZE
PRE-EVENT RECOGNITION				
Exclusive access to small company committee	•			
Prominent logo display on event marketing materials (emails, sendouts, etc.)	•	•	•	•
Prominent logo displayed on all event digital content (web page)	•	•	•	•
Access to registration list	•	•	•	•
Social media spotlight	•	•	•	•
ONSITE RECOGNITION				
Logo displayed on event signage	•			
Logo on event agenda	•	•	•	•
Name tag recognition	•	•	•	•
Two complimentary registrations for all PAMIC events	•			
One complimentary registration for all PAMIC events		FLEX	FLEX	FLEX
CONTINUOUS BENEFITS				
Digital sponsor profile on PAMIC website	•			
Company social media spotlight	•			
Sponsorship highlighted in the <i>Pulse</i> publication (quarterly magazine)	•			
Discount on total price of sponsorship	•			
PAMIC webinar recognition	•			
Logo prominent on PAMIC website	•	FLEX	FLEX	FLEX
Logo displayed on PAMIC sponsorship page	•	•	•	•
Sponsorship highlighted in the <i>PAMIC 360</i> publication (bi-weekly e-publication)	•	•	•	•
Chairman recognition at annual meeting	•	•	•	•
Annual report recognition at convention	•	•	•	•
Ú [] • [] Ú [] ç & • Ú [] ç @ (New!)	•			
Intelligent Marketing (1 Month Ad) (New!)	•			

FLEX sponsorships are 3 or more events packaged together for a list of unique sponsorship benefits and a 10% discount off the Gold, Silver, or Bronze level pricing.

ANNUAL EVENT SPONSORSHIP LEVEL PRICING

PLATINUM

\$6640

Includes all events listed below.

Best Value!

2021 PAMIC EVENTS	PLATINUM 20% Discount!	GOLD Gold Flex 10% Discount	SILVER Silver Flex 10% Discount	BRONZE Bronze Flex 10% Discount
Mutual Insurance Day	\$720	n/a	n/a	n/a
Annual Spring Conference	\$720	\$900	\$700	\$500
Claims Summit	\$800	\$1,000	\$800	\$600
Executive Roundtable	\$800	\$1,000	\$800	\$600
Financial Management	\$720	\$900	\$700	\$500
IT Seminar	\$560	\$700	\$500	\$300
Underwriting Loss & Prevention	\$720	\$900	\$700	\$500
Special Events	\$560	n/a	n/a	n/a
Webinars/Virtual Conferences	\$480	n/a	n/a	n/a
	\$6640	\$5400	\$4200	\$3000

\$8,590 Value!

Flex sponsorships are at Bronze, Silver and Gold levels after three or more events are chosen. Each Flex Sponsorship receives a 10% discount from the original event prices.

114th CONVENTION

PAMIC invites you to attend our
114th Mid Atlantic Mutual
Advantage Convention to be
hosted at the luxurious
Hotel Hershey.

The Hotel Hershey is situated high atop the town of Hershey and has 276 guest rooms, including 48 cottages, as well as 25,000 square feet of meeting and function space. The 1930's hotel is a recipient of both the Forbes Four-Star Award and the AAA Four-Diamond Award.

The Hotel Hershey is one of the finest Historic Hotels of America. Known for its refined elegance, signature service, and abundant amenities, The Hotel Hershey is a one-of-a-kind destination in Chocolate Town® U.S.A.



112th CONVENTION TESTIMONIALS

“I enjoyed myself while being informed. It was a great experience. I am looking forward to attending more events now that I got my feet wet. Everyone was very friendly and not pushy.”

“Seminars were informative and dinner entertainment was fantastic!”

“The sessions were very educational and we had to think outside the box.”

“All topics were relevant and important to me and our board members that attended.”

“Thanks to the PAMIC staff for coordinating another successful Convention!”

CONVENTION SPONSORSHIP LEVELS

All sponsors receive the benefits listed in the GOLD level

(with exception of SILVER — see note below)

<p style="text-align: center;">DIAMOND</p> <p>Choose one:</p> <ul style="list-style-type: none"> • Chairman’s Dinner, Wine, and Entertainment • Welcome Reception in Greenbrier’s Bunker Hall (and specialty bar) • Monday’s Keynote Speaker • Tuesday’s Keynote Speaker • Convention Audio/Visual & Wi-fi <p style="text-align: center;">\$10,000</p>	<p style="text-align: center;">SAPPHIRE</p> <p>Choose one:</p> <ul style="list-style-type: none"> • Tuesday Golf Outing and Closing Reception • Hotel Key Cards • Saturday & Sunday Afternoon Activities (Gun Club, Horseback Riding, Segway Tours, Spa Packages, Golf lessons) — will coordinate options with Andrea • Chairman’s Reception (Diamond & Champagne) • Convention mobile App <p style="text-align: center;">\$8,000</p>	<p style="text-align: center;">EMERALD</p> <p>Choose one:</p> <ul style="list-style-type: none"> • Breakfasts & Refreshment Breaks • Convention Attendee bags • Convention Lanyards • Annual Meeting Luncheon • Sunday evening PAC Reception <p style="text-align: center;">\$6,000</p>
<p style="text-align: center;">PLATINUM</p> <p>Choose one:</p> <ul style="list-style-type: none"> • Children’s program • Spouse Program — Culinary Demonstration & Tasting in the Vineyard Lounge • Convention Pins • Convention Programs • Past Chairperson’s Breakfast • Infinity Poolside Cabanas <p style="text-align: center;">\$4,000</p>	<p style="text-align: center;">GOLD</p> <ul style="list-style-type: none"> • Receive nametag recognition • Receive recognition on general sponsorship signage • Receive preliminary attendee list updates • Receive recognition in the Convention program • Able to contribute marketing items and materials for the convention bags <p style="text-align: center;">\$2,000</p>	<p style="text-align: center;">SILVER</p> <ul style="list-style-type: none"> • Receive all recognition as Gold sponsors, but no opportunity to contribute items to attendee bags <p style="text-align: center;">\$1,000</p>

ADVERTISING OPPORTUNITIES (AGENDA)

1/4 Page Ad **\$200** • 1/2 Page Ad **\$400** • Full Page Ad **\$500**



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