



LOS ANGELES

P.O. Box 86186 Los Angeles, CA 90086-0186 / 213-500-4946 / www.naifala.org

Dear Potential Sponsor,

The Sponsorship Plan of NAIFA-Los Angeles was developed and designed to fill the needs of both the Sponsor and NAIFA-Los Angeles. It is incumbent upon NAIFA-Los Angeles to offer to the Sponsor maximum exposure in the regional marketplace and provide the Sponsor with value for the level of Sponsor contribution. Founded in 1893, NAIFA is one of the oldest and largest membership associations for insurance and financial professionals in the United States. NAIFA-Los Angeles has always focused on advocacy for a positive legislative and regulatory environment for agents and brokers. Our association depends on sponsors like you to help us provide outstanding programs as well as educational and leadership opportunities for our members. The NAIFA-Los Angeles Local is a premier Southern California association, and we would like to invite you to be a sponsor for the 2016-2017 year (July 1, 2016 – June 30, 2017).

Here's a recap of our activities and programs during this past term of 2015-2016:

In September, we kicked off the program year with the Life Insurance Awareness Month Event and had over 70 in attendance at the Luxe Rodeo Drive Hotel. We also send representatives to the National NAIFA Conference, held in New Orleans, to learn new ideas for enhancing the local associations.

In November, we had our 9th annual Health Forum at Corky's in Van Nuys with 5 great panelists as well as a Young Advisors' Team networking event at The Parlor in Los Angeles in which we teamed up with CalCPA, the CFA Society, the Los Angeles Junior Chamber of Commerce, LAAHU, and the Young Tax Lawyers Committee for a fabulous evening to support emerging professionals as they expanded their network and referral sources.

In January, we partnered with the Markets Group to bring the Private Wealth Southern California Forum to the Intercontinental Hotel in Century City, and we brought back, by popular demand, a tax attorney from Bradford and Company to present Proven Business Tax Strategies for insurance agents. The AFLAC office in Los Angeles graciously opened its conference room doors for this event.



In February, with over 100 people in attendance at the Los Angeles Athletic Club, we recognized and honored outstanding advisors in the Los Angeles insurance industry at our 63rd annual Will G. Farrell Public Service Award and Leaders Recognition Luncheon. And, at the end of the month, we sent a coalition to the Sacramento Capitol to represent NAIFA-Los Angeles in meetings with state legislators through the Day on the Hill program.

In March, we presented the annual Advanced Planning Forum at the Los Angeles Athletic Club and had three of the country's most successful advisors in the advanced business and estate planning marketplace speak.

In April, we began the month with a Legislative Breakfast at Hugo's West Hollywood where we had an opportunity to engage in direct conversation with a local assemblymember, followed later in the month with a professional development workshop Psychology of Success at the Veteran's Complex in Culver City.

In May, we had a group attend the annual NAIFA Career Advancement Conference held this year in Redondo Beach as well as the Congressional Congress in Washington D.C. to protect the interests of the insurance industry.

Our final program for 2015-2016 was on June 14 as we hosted another professional development presentation Train Your Brain and conducted our Installation of the new Board for the 2016-2017 term.

Can we count on you to partner with us and help NAIFA-LA continue to bring these fabulous programs to the Los Angeles financial professional community? Please return the attached sponsorship form and accompanying payment to us **by September 1, 2016**. We welcome your participation at our meetings and events. If you have any questions, feel free to contact Bill Patterson at 310-312-0907 or Janet Fishman, Executive Director, at 213-500-4946 or janet@naifala.org.

Sincerely,

Michael A. Mares
President, NAIFA-Los Angeles
2016-2017 Term



Sponsorship Plan 2016-2017 Program Year

(July 1, 2016 – June 30, 2017)

Sponsor or a member of their organization must be a current member of NAIFA.

The Platinum Level - \$2,500 annual contribution

- Exhibitor space at ALL NAIFA-Los Angeles events and general meetings with signage (excluding Will Farrell Awards and Health Forum) to display literature and business cards.
- Sponsors will be given two (2) tickets at events in which they are exhibiting.
- NAIFA-Los Angeles website recognition with sponsor's company logo during the program year.
- Introduction and acknowledgment from the podium by the Los Angeles President at all NAIFA-Los Angeles programs and events (excluding Will Farrell Awards and Health Forum).
- Sponsor may give brief introduction about company at each event (excluding Will Farrell Awards and Health Forum)
- Sponsor will be listed in each event's program and advertising (excluding Will Farrell Awards and Health Forum).

The Gold Level - \$1,500 annual contribution

- Exhibitor space at four (4) NAIFA-Los Angeles events and general meetings with signage (excluding Will Farrell Awards and Health Forum) to display literature and business cards.
- Sponsors will be given two (2) tickets at events in which they are exhibiting.
- NAIFA-Los Angeles website recognition with sponsor's company logo during the program year.
- Introduction and acknowledgment from the podium by the Los Angeles President at all NAIFA-Los Angeles programs and events (excluding Will Farrell Awards and Health Forum).
- Sponsor may give brief introduction about company at each event (excluding Will Farrell Awards and Health Forum)
- Sponsor will be listed in each event's program and advertising (excluding Will Farrell Awards and Health Forum).

The Silver Level - \$750 annual contribution

- Exhibitor space at two (2) NAIFA-Los Angeles events and general meetings with signage (excluding Will Farrell Awards and Health Forum) to display literature and business cards.
- Sponsors will be given two (2) tickets at events in which they are exhibiting.
- NAIFA-Los Angeles website recognition with sponsor's company logo during the program year.
- Introduction and acknowledgment from the podium by the Los Angeles President at all NAIFA-Los Angeles programs and events (excluding Will Farrell Awards and Health Forum).
- Sponsor may give brief introduction about company at each event (excluding Will Farrell Awards and Health Forum)
- Sponsor will be listed in event program and advertising (excluding Will Farrell Awards and Health Forum).

Individual Event Sponsorships

Will Farrell Award and Leaders Recognition Luncheon - \$1000

- Table of 10 at event
- Exhibitor space
- Recognition at event and in the program

Health Forum - \$250

- Exhibitor space
- Recognition at event and in the program
- Admittance for 2

All Other Events - \$100 more than table cost

- Table of 10 at event OR Exhibitor space and admittance for 1
- Recognition at event and in the program



National Association of Insurance and Financial Advisors

NAIFA Los Angeles Sponsorship Form

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I wish to become a Sponsor for the 2016 - 2017 Year at the following level:

- Platinum \$2,500.00
- Gold \$1,500.00
- Silver \$750.00
- Individual event _____

Make checks payable to: NAIFA-Los Angeles.

If you prefer to use credit card, please go to www.naifala.org and click on Sponsorship tab.

Member Name _____ Company _____

Address _____

City _____ Zip _____ Phone: _____

Website _____

Email _____

Signature: _____ **Date:** _____

Mail check and sponsorship form to NAIFA-LA offices at P.O. Box 86186, Los Angeles, CA. 90086-0186
Questions: Contact NAIFA-LA Executive Director, Janet Fishman, at 213-500-4946 or janet@naifala.org.

Programs: NAIFA-Los Angeles reserves the right to review all program presentations. Product specific presentations as a Program are reviewed by the Board of Directors, the Program Chair, and Executive Director of NAIFA-Los Angeles. Decisions on Product Specific presentations are based on a variety of factors, including compliance, strategic relationships with other corporate partners, agencies, carriers and companies. This is an explicit contract and not open to interpretation. All terms are final.