



# SPONSORSHIP PACKET

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**FIRST**

**THANK YOU**

**FOR CONSIDERING US!**

Health Agents for America, Inc. "HAFA", is a 501© 6, bi-partisan exclusive association for Independent, Non-Captive Health Insurance Agents.

HAFA was founded November 2012 to answer a need. Independent Health Agents needed exclusive representation, in order to address matters such as commissions and survival in this new, complex industry.

**HAFA's Mission:**

To be the leading advocacy association representing the interests of licensed insurance professionals in Washington D.C. and every state capitol. To protect our industry by influencing public policy and educating independent insurance agents to better serve consumers.

**HAFA's Vision:**

As the premier association, our vision is to preserve and enhance the role of the independent agent.

**B. Ronnell Nolan**

CEO/President



# CONTENTS

**ABOUT US** 3

.....

**TABLE OF CONTENTS** 5

.....

**ADDED SPONSOR BENEFIT** 6

.....

**SPONSORSHIP OPPORTUNITY** 9

.....

**DIAMOND** 11

.....

**PLATINUM** 12

.....

**GOLD** 13

.....

**SILVER** 14

.....

**MEDIA** 15

.....

**SPONSORSHIP APPLICATION** 16

.....



+ NEW SPONSORSHIP BENEFIT

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# RETURN ON

ROI IS THE NAME  
OF THE GAME!

**DIAMOND, PLATINUM, GOLD, & SILVER  
SPONSORS WILL RECEIVE AN ADDED  
BENEFIT IN 2024:**

HAFAs will personally introduce you to the HAFAs members that meet your specific product audience. The introduction can be done via email, telephone or face-to-face.

You are IMPORTANT to us! How many clients do you need in order to invest in a HAFAs sponsorship? Let's make it happen!

+ NEW SPONSORSHIP BENEFIT

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# INVESTMENT

+

EMAIL

+

PHONE



ZOOM

+

FACE-  
TO-  
FACE

+



**WE BUILD**

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# RELATIONSHIPS

Our Sponsors are an integral part of HAFA, and your participation in the HAFA Summits adds to the overall conference not only for education and networking opportunities, but also to introduce new products and services to our members assisting them to stay ahead of the curve. The HAFA Summits attract professionals from across the United States. By sponsoring a HAFA Summit, you gain unparalleled access to a targeted audience looking for solutions in the health insurance field. Our Sponsors are included as part of the "HAFA" family, your booth is located in the ballroom and you are encouraged to participate in the Summit activities.



# SPONSORSHIP

## 2024 AGENT SUMMIT

AUGUST 8-9 2024  
WASHINGTON D.C.  
THE WILLARD HOTEL



### PROMOTE

Promote your organization to a dedicated and diverse group of health insurance agents from across the United States.



### STAND OUT

Stand out among your competitors with visibility of your products and services.



### AUDIENCE

Keep your products and services in front of key decision makers throughout the year.



### RETURN

Use your promotional dollars and realize an immediate return on investment.



**PREMIER**

1 **DIAMOND  
SPONSORSHIP**

**COST \$5,000**

- We will only have 1 Diamond Sponsor each year. First come, first serve
- Your Company will be promoted on the HAFA website on our Sponsor page
- Company Spotlight and 10 minute presentation during a HAFA Power Hour webinar
- 1-page product advertisement included in new member and renewal packets mailed to each member
- Quarterly promotional opportunities to address HAFA members via webinars, email, or social media
- This premier partnership includes sponsorship at the HAFA Agent Summit + Registration for 2 attendees for all HAFA Summit events
- Your Company will have the opportunity to sponsor the opening session at the HAFA Agent Summit

**HAFA AGENT SUMMIT:**

- Opportunity to sponsor: Breakfast, Lunch, Wednesday night Reception, or Thursday night Networking event
- Will have your company's name and logo imprinted on the Summit's name tag
- lanyards
- (2) Registration for all HAFA Summit events
- Prominent signage
- Opportunity to present one (1) hour continuing education
- *#AgentsHaveFaith*
- personalized public service video
- Full-page color advertisement in the Summit's event publication
- A table and two chairs located in the Summit ballroom

# 2 | PLATINUM SPONSORSHIP

## **COST \$3,000**

- Your Company will be promoted on the HAFA website on our Sponsor page
- Company Spotlight and 10 minute presentation during a HAFA Power Hour webinar
- 1-page product advertisement included in new member and renewal packets mailed to each member
- Quarterly promotional opportunities to address HAFA members via webinars, email, or social media
- This premier partnership includes sponsorship at the HAFA Agent Summit + Registration for 2 attendees for all HAFA Summit events
- Your Company will have the opportunity to sponsor the opening session at the HAFA Agent Summit

## **HAFA AGENT SUMMIT:**

- Opportunity to sponsor: Breakfast, Lunch, Wednesday night Reception, or Thursday night Networking event
- (2) Registration for for all HAFA Summit events
- Prominent signage
- Opportunity to present one (1) hour continuing education
- *#AgentsHaveFaith* personalized public service video
- Full-page color advertisement in the Summit's event publication
- A table and two chairs located in the Summit ballroom

# 3 | GOLD SPONSORSHIP



- Your Company will be promoted on the HAFA website on our Sponsor page.
- Company Spotlight and 10 minute presentation during a HAFA Power Hour webinar



- Two promotional opportunities to address HAFA members via webinars, email, or social media.



- 1-page product advertisement included in new member and renewal packets, mailed to each member

## COST \$2,200

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This sponsorship package includes sponsorship at the HAFA Agent Summit:

- Prominent signage at the Summit
- Full-page advertisement in the Summit's event brochure
- (2) Registration for all HAFA Summit events
- One table and two chairs located in the Summit ballroom
- #AgentsHaveFaith personalized public service video

4

# SILVER SPONSORSHIP



- Your Company will be promoted on the HAFA website on our Sponsor page.
- 1-page product advertisement included in new member and member renewal packets mailed out to every member
- Company Spotlight and 10 minute presentation during a HAFA Power Hour webinar.
- One promotional opportunity to

## **COST \$1,500**

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This sponsorship package includes sponsorship at the HAFA Agent Summit:

- Prominent signage at the Summit
- (2) Registration for all HAFA Summit events
- Half-page advertisement in the Summit's Event Brochure
- One table and two chairs located in the Summit ballroom
- #AgentsHaveFaith personalized public service video

address HAFA members via webinars, email, or social media.

- Your Company will have the opportunity to sponsor the HAFA Agent Summit.



5

# MEDIA SPONSORSHIP

COST \$500

## Hafa Media Sponsorship Includes:

- Your Company will be promoted on the Hafa website on our Sponsor page.
- Quarter-page advertisement in the Summit's event brochure

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**HAFSA AGENTS BRING VALUE TO THEIR CLIENTS**

# SPONSORSHIP RESERVATION

## **HOW TO BECOME A HAFSA SPONSOR:**

- Scan the QR code below and fill out the sponsorship application online
- OR -
- Fill out and email or mail in the application on pages 13-14



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**HAFSA SPONSORSHIP FORM:**

# MAIL-IN APPLICATION

**HOW TO BECOME A HAFSA SPONSOR:**

- Select your sponsorship option on the enclosed form
- Event Sponsorships are assigned on a date-received basis
- Complete and forward to the HAFSA Office

**CONTACT PERSON:**

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE \_\_\_\_\_

ZIP CODE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

DATE RECEIVED \_\_\_\_\_

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Sponsorship Fee (please indicate level)

Total Dollar Amount: \$ \_\_\_\_\_

PLATINUM     GOLD     SILVER     MEDIA

## PAYMENT INFORMATION

PLEASE INVOICE

PAYMENT ENCLOSED. MAKE CHECK PAYABLE TO HAFA

CHECK # \_\_\_\_\_ \$ \_\_\_\_\_

VISA     MASTERCARD     AMERICAN EXPRESS     DISCOVER

CREDIT CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

SECURITY CODE \_\_\_\_\_  
(BACK 3 FROM VISA, MASTERCARD & DISCOVER/ FRONT 4 FROM AMERICAN EXPRESS)

BILLING ZIP CODE \_\_\_\_\_

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Scan and e-mail HAFA Partnership

to [HAFA@HAFAmerica.org](mailto:HAFA@HAFAmerica.org) or

mail to: HAFA – P.O. Box 65128, Baton Rouge, LA 70896

Phone (855) 981-4232

Product/Service Description

Please e-mail a brief description of your product or service for the publication

to [HAFA@HAFAmerica.org](mailto:HAFA@HAFAmerica.org)

Logo/Advertisement Artwork

Please email artwork of your company logo to [HAFA@HAFAmerica.org](mailto:HAFA@HAFAmerica.org)

Schedule Company Spotlight at HAFA Power Hour

Schedule Educational Opportunities

Request #AgentsHaveFaith Video

Please email [HAFA@HAFAmerica.org](mailto:HAFA@HAFAmerica.org)

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