



**PAMIC**

Pennsylvania Association of  
Mutual Insurance Companies



20

22

**SPONSORSHIP  
OPPORTUNITIES**

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# 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.

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

122

UNIQUE  
INSURERS

\$29.8

BILLION IN NATIONAL  
ANNUAL PREMIUM

\$4.5

BILLION IN PA  
ANNUAL PREMIUM

\$1.5

BILLION IN PA  
ANNUAL TAXES PAID

\$573

MILLION IN  
COMMISSIONS PAID

MUTUAL INSURER  
MEMBER

48

RESTORATION  
SERVICES

3

GENERAL  
INSURER

3

AUDITING, FINANCE &  
ACCOUNTING

19

LAW  
FIRM

25

OTHER INSURANCE  
SERVICES

23

CLAIMS ADJUSTING &  
FORENSICS

17

REINSURER

10

INFORMATION  
TECHNOLOGY

18

REINSURANCE  
INTERMEDIARY

6

2

NATIONAL INSURANCE COMPANY  
TRADE ASSOCIATION



## SPONSORSHIP EXPOSURE/BENEFITS

What can PAMIC sponsorship do for your company?

### **EXPOSURE**

- Put your company front and center, boosting credibility and giving your business authority over competitors
- Create a positive perception about your brand by supporting events that customers care about
- Promote your company in front of your target audience at specific industry-related seminars
- Grant your company brand awareness and media exposure
- Differentiate yourself from competitors by tying yourself to something positive in client's minds
- Improve your company's reputation for success and refinement

### **ENGAGEMENT**

- Reconnect with clients in the industry
- Engage with a direct audience to maintain strong business relations
- Increase your reach to new clients, customers, and businesses, some of which you may not have even been aware
- Deliver great ROI by keeping sponsorship costs low compared to similar industry-related organizations
- Generate strong leads by drawing in interested clients



# EVENT SPONSORSHIP OPPORTUNITIES

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## **Annual Sponsorships** (Platinum and Signature)

### *Platinum Sponsorships (All Events Package)*

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 at a 20% discount off the base price. In addition, Platinum sponsors are promoted in areas where other sponsor levels are not, including the PAMIC website, email announcements, and more.

### *Signature Sponsorships (3+ Events Package)*

The Signature program was designed for companies that would like to sponsor three or more annual events throughout the year. This package features a similar but upgraded list of benefits from the single events sponsorship and a 10% discounted price from the single events option. The Signature program allows companies a flexible way to plan their marketing strategies by allowing them to choose which events to sponsor ahead of time.

## **Program Sponsorships** (Individual Event)

Interested companies can sponsor any annual PAMIC event (not including Convention). 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.



# 2022 EVENT LISTING

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## **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.

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## **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.

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## **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.

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## **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.

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## **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.

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## **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.

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## **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.

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## **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.

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## **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.

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PLATINUM SPONSORS



*Member of the FM Global Group*





## FLEX GOLD SPONSORS

Berkley Re Solutions  
Brown Schultz Sheridan & Fritz  
Stradley Ronon Stevens & Young, LLP

## FLEX SILVER SPONSORS

New England Asset Management

## FLEX BRONZE SPONSORS

OptimaSIU  
Opus Investment Management  
Tuscarora Wayne Group of Companies  
Westmont Associates, Inc.

## GENERAL SPONSORS

Boenning & Scattergood Inc.	Gaul & Associates, PC	Mutual Expert
ConnorsO'Dell LLP	Gittings Investigations	Penn National Insurance Company
Crawford & Company	Guidewire Software, Inc.	Roanoke Valley Claims Service
EPOQ	J.S. Held	SimpleSolve, Ltd
Farmers Mutual Fire Insurance Company/McCandless Twp.	Macquarie Asset Management	Spartan Recoveries LLC
FCNA Partners	Margolis Edelstein	Travelers Boiler Re (Travelers InsuranceCompany)
Federal Home Loan Bank of Pittsburgh	Mason Claims	ValueMomentum
	Mutual Benefit Group	WaterStreet Company
	Mutual Capital Analytics	

# ANNUAL EVENT SPONSORSHIP LEVEL PRICING

## PLATINUM \$7520

*Includes all events listed below.*

**BEST VALUE!**

### 2022 PAMIC EVENTS

PLATINUM

SIGNATURE

PROGRAM

MUTUAL INSURANCE  
DAY

\$760

\$855

\$950

ANNUAL SPRING  
CONFERENCE

\$760

\$855

\$950

CLAIMS SUMMIT

\$840

\$945

\$1050

EXECUTIVE AND  
BOARD ROUNDTABLE

\$840

\$945

\$1050

FINANCIAL MANAGEMENT  
SEMINAR

\$760

\$855

\$950

INSURANCE TECHNOLOGY  
TRENDS SEMINAR

\$600

\$675

\$750

UNDERWRITING AND LOSS  
PREVENTION SEMINAR

\$760

\$855

\$950

SPECIAL EVENTS

\$600

\$675

\$750

WEBINARS AND  
PARTNERED PROGRAMS

\$1600

\$1800

\$2000

**\$7520**

**\$8460**

**\$9400**

**BEST VALUE**



# ANNUAL EVENT SPONSORSHIP BENEFITS

SPONSORSHIP BENEFITS	PLATINUM (ALL EVENTS)	SIGNATURE (3 OR MORE EVENTS)	PROGRAM (SINGLE EVENT)
<b>PRE-EVENT RECOGNITION</b>			
EXCLUSIVE ACCESS TO SMALL COMPANY COMMITTEE MEETINGS	●		
AUTOMATIC COMMITTEE MEMBERSHIP *MEMBERS ONLY	●		
LOGO DISPLAYED ON DIGITAL CONTENT AND EVENT MARKETING MATERIALS	●	●	●
EARLY ACCESS TO REGISTRATION LIST	●	●	●
SOCIAL MEDIA SPOTLIGHTS	●	●	●
<b>ONSITE RECOGNITION</b>			
COMPLIMENTARY REGISTRATION	●		
LOGO DISPLAYED PROMINENTLY AT CHOSEN EVENTS	●	●	●
NAME TAG RECOGNITION	●	●	●
SEMINAR LIVE STREAMING RECOGNITION	●	●	●
<b>CONTINUOUS BENEFITS</b>			
DIGITAL SPONSOR PROFILE ON PAMIC WEBSITE	●		
ANNUAL MEETING RECOGNITION	●		
LOGO DISPLAYED PROMINENTLY ON PAMIC WEBSITE	●		
WEBINAR RECOGNITION	●		
TARGETED ADVERTISING (\$1000 VALUE)	●		
SPONSORSHIP HIGHLIGHT IN THE PULSE, PAMIC 360 AND THE POST PUBLICATIONS	●	●	
ANNUAL SPONSOR SOCIAL MEDIA HIGHLIGHT	●	●	

# CONVENTION SPONSORSHIP LEVELS

All sponsors receive the benefits listed in the **SILVER** level

## DIAMOND

**Choose one:**

- 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

\$10,000

## SAPPHIRE

**Choose one:**

- Tuesday Golf Outing and Closing Reception
- Hotel Key Cards
- Saturday & Sunday Afternoon Activities (Gun Club, Horseback Riding, Segway Tours, Spa Packages, Golf lessons)
- Chairman's Reception (Diamond & Champagne)
- Convention mobile App

\$8,000

## EMERALD

**Choose one:**

- Breakfasts & Refreshment Breaks
- Convention Attendee bags
- Convention Lanyards
- Annual Meeting Luncheon
- Sunday evening PAC Reception

\$6,000

## GOLD

- Children's program
- Spouse Program
- Convention Pins
- Convention Programs
- Past Chairperson's Breakfast

\$4,000

## SILVER

- 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

\$2,000

## BRONZE

- Receive all recognition as the silver sponsors, but no opportunity to contribute items to attendee bags

\$1,000

ADVERTISING  
OPPORTUNITIES  
(AGENDA)

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





Mutual Boiler Re is thankful of its ongoing partnership with PAMIC. PAMIC provides an excellent opportunity for networking and offers valuable educational resources. We are so appreciative of their commitment to the mutual insurance industry in the Pennsylvania region.

Mike Devlin, Mutual Boiler Re

**Mutual Boiler Re®**

*Member of the FM Global Group*





**PAMIC**

Pennsylvania Association of  
Mutual Insurance Companies

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