



SPONSORSHIP OPPORTUNITIES



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&



President's Letter

At Agent Link, our mission is to empower insurance agents and financial advisors so they can change lives for the better. We believe that a great way to accomplish that mission is to provide a vibrant forum for the exchange of ideas – in particular, ideas that can help agents and advisors build their businesses and better serve their clients.

Our Top Producer Summit is a one-of-a-kind event where top producers, world-class trainers, and marketing geniuses come together to share their insights, knowledge, experience, and practical tips with insurance agents and financial advisors across the United States to help them boom their businesses. The Top Producer Summit is a three-day online conference, which means no travel and no crowds – just three days of powerful, action-packed content.

After speaking with well over 200,000 producers and advisors, our Agent Link team has gained unprecedented insight into their most pressing needs and challenges. Year after year, they continue to tell us they want access to effective mentoring and new ideas for growing their business. And that's what the Top Producer Summit is all about.

We hope you'll join in the conversation by sponsoring this special one-of-a-kind event! Call us at 800-535-4545 to find out more about available opportunities.

Senia Gramajo
President
Agent Link

P.S. – You'll find more details inside this kit about the 15 Masterclass sessions. Take a look and you'll understand why we're so excited about this year's lineup.



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ABOUT THE EVENT

PRODUCED BY AGENT LINK, TOP PRODUCER SUMMIT IS A UNIQUE ONLINE EVENT SCHEDULED FOR LATE SUMMER, FALL AND WINTER.



EVENT AUDIENCE:

All of the exceptional content in this event is specifically focused to attract licensed insurance agents and financial advisors who are looking to grow their business in life insurance, annuities, Medicare supplements, and property/casualty insurance.

MASTERCLASS PRESENTATIONS:

The top-quality presentations will be delivered by top producers, world-class sales trainers, and marketing geniuses with the intent of sharing tactics and strategies for marketing more effectively, developing new prospects, and growing an insurance or financial services business.

AGENDA: [CLICK HERE](#) to see the most up-to-date agenda for the event.

ATTENDEE PRICE:

It's free to register for the event and watch all live sessions and recordings for up to 24 hours after the event. We offer an All Access Pass that includes lifetime access to the event recordings, gifts from speakers, and other exclusive bonuses and implementation tools. The All Access Pass is available for purchase prior to the Summit for \$197. The regular price for the All Access Pass will be \$397. Ask us about special multi-user price for your agents.

SPONSORSHIPS AVAILABLE:



The unique Top Producer Summit will attract top producers and advisors who want to grow their business. The top-quality presenters are delivering practical ideas that work. This provides the perfect idea-sharing forum for you to *deliver your own message*. There's real value in associating your brand with the Top Producer Summit, so please check out the wide range of sponsorship options available.

EVENT HIGHLIGHTS

TOP PRODUCER SUMMIT MASTERCLASS HIGHLIGHTS

CASE STUDIES

Case studies – in detail – of marketing campaigns that insurance producers and advisors are successfully executing in the annuity, senior, under-65 health, property/casualty, term, and permanent life markets.

PRACTICAL APPROACH

An investment advisor and top producer shares the practical aspects of implementing a holistic planning approach.

REAL WORLD ADVICE

Real-world advice on how to position yourself and your services, with an emphasis on how to get your first appointment with that key prospect.

SECRETS TO SUCCESS

A top producer shares the secret of how he wrote \$1.5 million in target life premium in a single year.

Four essential characteristics to look for in a new employee when you're building your agency. A top property/casualty producer discusses how to delegate to grow your practice, all while creating more family time and doing more of what you love.

Expert secrets from a top-level Medicare Supplement producer who took his business digital and has created a non-stop inflow of prospects eager to work with him.

Innovative digital and online marketing ideas, principles, and practical steps.

Tried-and-true traditional marketing strategies that truly work.

Mentoring from a long-time Million Dollar Round Table producer.

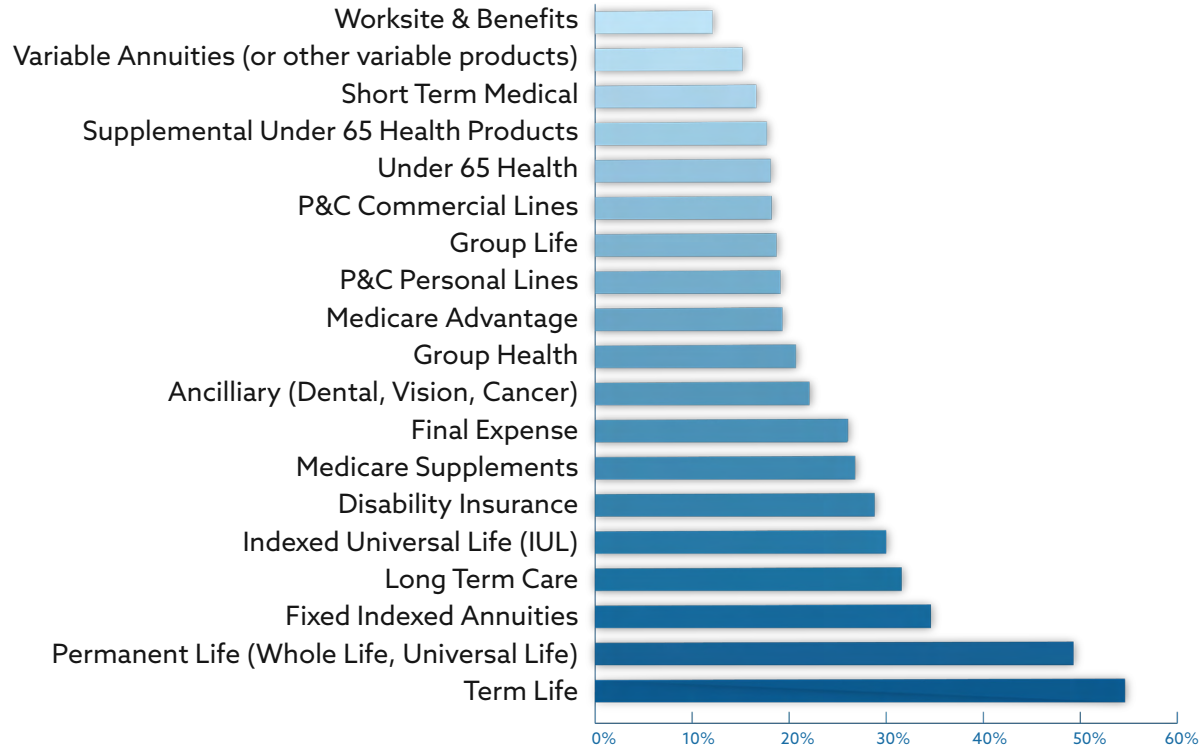
Practical steps on putting together a complete and effective "You're Turning 65" senior market campaign.

"What really works" secrets from top minds in the insurance business, across an astounding range of markets.

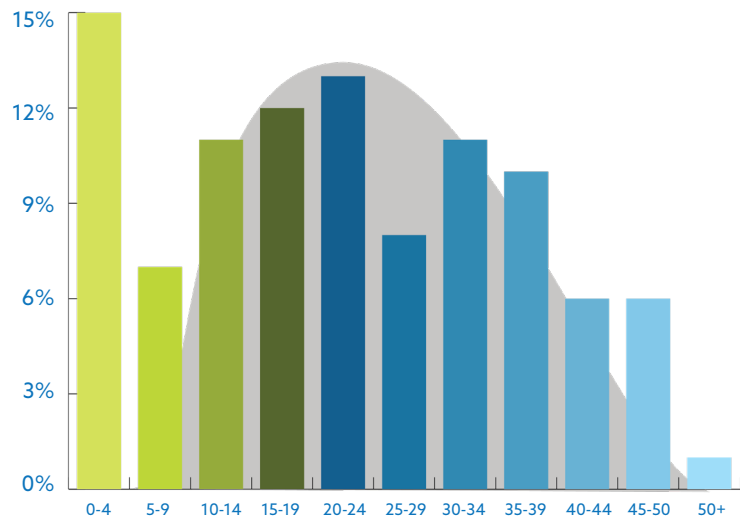
And much, much more!

AUDIENCE DEMOGRAPHICS

PRODUCTS LICENSED INSURANCE AGENTS ARE SELLING



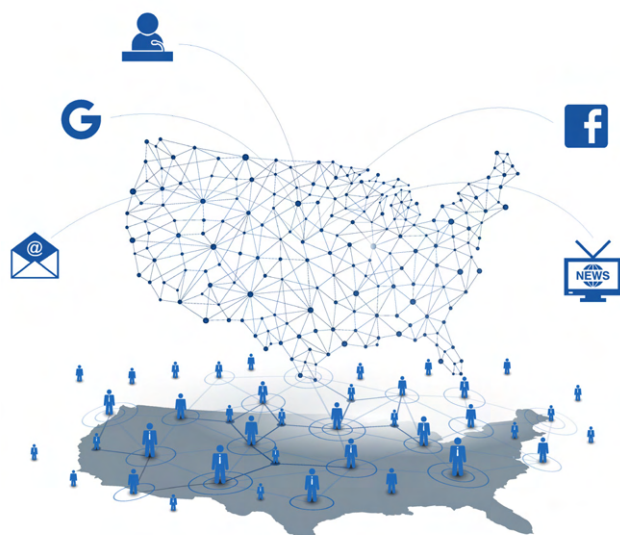
YEARS OF EXPERIENCE IN THE INDUSTRY



75.6%

OF AGENTS HOLD
LICENSES IN
MULTIPLE STATES

PROMOTIONAL STRATEGY



TELEPHONE CONVERSATIONS

Total Producers
Spoken with:

210,509

Telephone
Database:

1,313,577

EMAIL LIST:

600,000+ insurance agents and financial advisors.

SOCIAL MEDIA ADS:

350,000+ insurance agents and financial advisors.

GOOGLE ADS:

200,000+ insurance agents and financial advisors.

MAJOR PR INITIATIVE VIA WIDE-DISTRIBUTION MEDIA PRESS RELEASE:

FOX, NBC, ABC, *Miami Herald*, *Boston Globe*, *Digital Journal*, *MarketWatch*, *InvestorPlace*, *Star Tribune*, and *Latin Business Today*.

SPEAKERS & AFFILIATES:

The Top Producer Summit community has committed to help promote and spread the word through their own lists and business networks.



EMAIL SUBSCRIBERS

Unique Subscribers:

600,261



SOCIAL MEDIA

LinkedIn Audience:

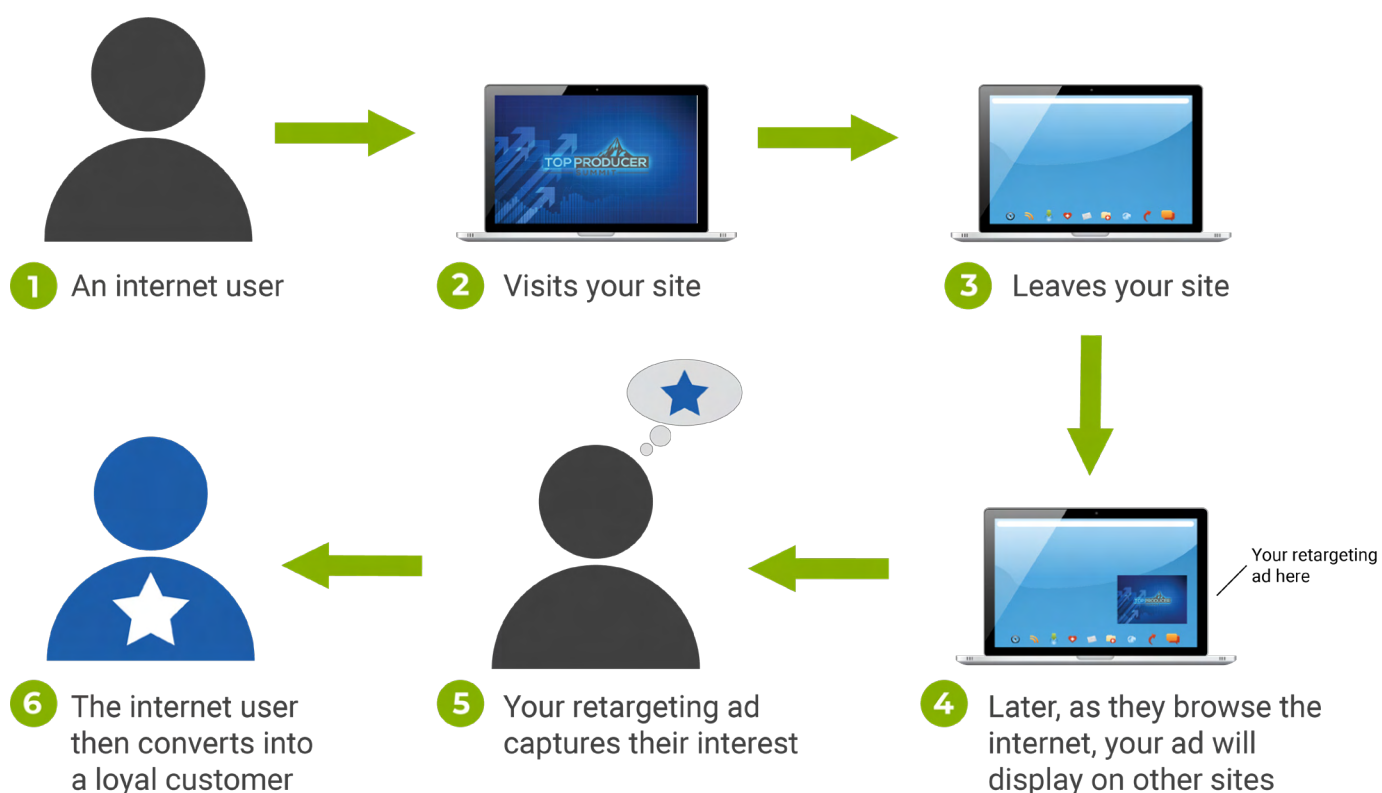
151,431

Facebook Audience:

223,973

GOOGLE RETARGETING.

Using state-of-the-art cookie tracking technology, the Top Producer Summit team targets advisors who visit our Top Producer Summit Web page but do not immediately register for the free sessions. We will target this "secondary list" of site visitors leading up to and through the event to encourage them to register. Each time they are targeted, we will do so with increased urgency and a more compelling offer.



WHO SHOULD SPONSOR

WHO SHOULD SPONSOR

If you're interested in increasing your presence in the minds of top insurance producers and advisors, Top Producer Summit can help you do that.

If you're interested in building relationships with top producers and advisors so they learn more about what you do and how you can help them, Top Producer Summit can help you do that too.

If you're looking for new distribution to sell your products, our audience of top producers and advisors are just the kind of people looking to sell more themselves.

In short, whether you're a

- life insurance carrier,
- annuity carrier,
- IMO,
- BGA,
- FMO,
- lead-generation firm, or
- anyone else who wants to build relationships and enhance your brand with the insurance producer and advisor market,

Top Producer Summit sponsorship can help you achieve your goals.



WHY SPONSOR

WHY SHOULD MY FIRM SPONSOR?

If you do business with – or want to do business with – top insurance producers and advisors, there are two strong answers to that question:

1. The people who will be gathering.
2. The reason they are gathering.

We are promoting heavily with some unique promotional strategies to attract the top producers and advisors in the business, and because of the amazing success of our small pilot test, we fully expect upwards of 5,000 attendees to join us virtually from all around the United States throughout this three-day virtual summit event. That's who will be gathering: 5,000 top producing insurance agents and advisors from across the nation.

And they will be gathering because they are charged up about growing their businesses! The dynamic lineup of top-drawer speakers is handpicked by our event coordinators to speak to the practicalities of succeeding in the insurance and financial services business. With practical discussions on sales, marketing, lead generation, transforming leads into clients, expanding into new markets, achieving personal success through coaching, managing your business for growth, etc., these top producers will be focused on getting even better at what they do.

And when they're focused on getting better, you know they're looking for new opportunities. This is the perfect time to put your own best foot forward and to speak to them about what you do and how you can help them grow.

With a sponsorship at Top Producer Summit, you put yourself in front of a tremendous audience at just that moment when they're primed for a message like yours – just when they're most alert to new opportunities!

PACKAGES

DIAMOND SPONSORSHIP

1 Available

PLATINUM SPONSORSHIP

3 Available

GOLD SPONSORSHIP

8 Available

SILVER SPONSORSHIP

10 Available

DIAMOND

Diamond level sponsorship is ideal for that special firm looking for maximum exposure reflective of its position as a major player in the insurance market.

WHAT IS INCLUDED:

BRANDING AND ADVERTISING

- A national email blast to 300,000 advisors designated as “best class” advisors. (Note: This is a significant value added benefit over any other level of sponsorship.)
- Firm logo displayed prominently on two key pages of event Web site – Home Page and Sales Page.
- Banner ads on the Sessions page, listing details on all sessions. (Note: This too is a significant value added benefit over any other level of sponsorship.)
- Featured in a Press Release distributed prior to the event, with specific mention of firm.
- Additional exposure through social media sharing, LinkedIn postings, etc.

EXPOSURE DURING THE EVENT

- Premier virtual booth positioning in the event’s virtual exposition hall.
- When virtual attendees click on your booth, they move to a landing page that showcases a 30-second presentation, with bullet points and a call to action.
- A 15-second introduction before the Keynote session, which typically garners strongest attendance.
- Additional branding built around the Keynote session.
- Daily mention in the morning announcement.

OPTIONAL OPPORTUNITY

- Continue the marketing impact by recording a 45-minute long educational session with Agent Link’s president Senia Gramajo that will be included in the Lifetime Access Pass offered to attendees.

DIAMOND LEVEL SPONSORSHIP

Regularly Priced at \$25,000.
Act Now for Special Discounted
Rate of \$15,000!
(Only 1 Available!)

PLATINUM.

Platinum level sponsorship is perfect for those firms looking to reaffirm their prominent standing within the business by executing a high-profile brand awareness strategy.

WHAT IS INCLUDED:

BRANDING AND ADVERTISING

- A national email blast to 100,000 advisors designated as “best class” advisors.
- Firm logo displayed prominently among other sponsors on two key pages of event Web site – Home Page and Sales Page.

EXPOSURE DURING THE EVENT

- Very prominent virtual booth positioning in the event’s virtual exposition hall.
- A 15-second introduction before one of the most popular Masterclass sessions, selected on a first-come, first-served basis.
- Additional branding built around the selected Masterclass session.
- Daily mention in the morning announcement.

OPTIONAL OPPORTUNITY

- Continue the marketing impact by recording a 30-minute long educational session with Agent Link’s president Senia Gramajo that will be included in the Lifetime Access Pass offered to attendees.

PLATINUM LEVEL SPONSORSHIP

Regularly Priced at \$20,000.
Act Now for Special Discounted
Rate of \$10,000!
(Only 3 Available)

GOLD.

Gold level sponsorship offers exceptional value for those firms looking for a combination of strong branding in conjunction with connecting to productive advisors who are looking to build their businesses.

WHAT IS INCLUDED:

BRANDING AND ADVERTISING

- A national or regional email blast directed to up to 50,000 advisors.

EXPOSURE DURING THE EVENT

- Virtual booth space in the event's virtual exposition hall.
- Shared branding around one of the Masterclass sessions, selected on a first-come, first-served basis.
- Daily mention in the morning announcement.



GOLD LEVEL SPONSORSHIP

Regularly Priced at \$8,000.
Act Now for Special Discounted
Rate of \$4,997!
(Only 10 Available)

SILVER

Silver level sponsorship is perfect for those firms looking for real value in connecting with the advisor attendees looking to grow their businesses through the knowledge they gain at this unique event.

WHAT IS INCLUDED:

BRANDING AND ADVERTISING

- A regional or randomized national email blast to up to 30,000 advisors, featuring highlights of one of the Masterclass sessions.

EXPOSURE DURING THE EVENT

- Branding around the Masterclass session video, with a clickable advertising message that takes visitors to your landing page.
- Prominent acknowledgement throughout the event as one of our sponsors.



SILVER LEVEL SPONSORSHIP

Regularly Priced at \$5,000.
Act Now for Special Discounted
Rate of \$2,997!
(Only 15 Available)

TESTIMONIALS

Having been in the insurance industry for over 24 years it's enlightening and refreshing to listen to professionals who understand these challenges. It made me realize how important & how valuable it is to take the time to learn from those who are successful. Every agent & advisor will be greatly helped by listening to this.

- Julie Lahm, Life and Employee Benefits Specialist

"It is an excellent way to grow your business."

- Dale Vaughn, Producer and Senior Market Specialist

"It is a necessity to succeed in this business."

- D. Bruce, Asset Manager and Life Producer

"It is great and needs to happen more often."

- Dean Andrew, P&C Producer

"Nothing in life is perfect, but you are as close as it comes."

- Joe Pittman, Industry Association Executive

I believe seasoned and knowledgeable individuals are the cornerstone of success in this industry. Without experienced individuals helping and coaching each other, you have to reinvent the wheel.

- Amy Owings, Commercial Lines Producer

EXPO HALL

TOP PRODUCER SUMMIT VIRTUAL EXPOSITION HALL

Summit sponsors may be exhibitors at the virtual expo where they can connect, online, with agents and advisors in attendance. Your sponsorship level determines access to the sections of the virtual hall.

When virtual attendees click on your booth, they move to a landing page that showcases a 30-second presentation (if provided), with bullet points and a call to action.



ABOUT US.

ABOUT AGENT LINK AND YOUR TOP PRODUCER SUMMIT CO-HOSTS

Agent Link was founded in 2009 by Stu and Senia Gramajo with the mission of empowering insurance agents and financial advisors to change lives for the better. Over the ensuing years, the Agent Link team has spoken with more than 200,000 producers and advisors across the United States, gathering data and better understanding the forces and challenges that drive them to build their businesses.

Stu and Senia's work has been featured in Think Advisor, ABC News, Fox News Channel, Digital Journal, MarketWatch, and more. In 2018 Stu and Senia launched Top Producer Summit and in 2019 the Producer Sensei to fulfill producer's need in the marketplace.

For more information, contact Senia Gramajo, co-host of Top Producer Summit and president of Agent Link, at 727-674-2372 or email her at senia@agentlinkmarketing.com.



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