



**BENEFITS  
PROFESSIONALS**

*Insuring, Protecting, Educating & Advocating for Minnesotans.*

# Minnesota Association of Health Underwriters (MAHU)

## 2018-2019 Sponsorship Opportunities



# Why MAHU?

## Be part of a highly influential industry voice

- Forward thinking board composed of the top brokers in the country
- Respect and influence from legislators, industry executives, and colleagues alike
- A full time lobbyist on staff dedicated specifically to our industry and causes

## Promote your organization

- There are many sponsor opportunities to showcase your company!

## Get access to education and networking

- Monthly membership meetings with Continuing Education
- Webinars tailored to advancing the causes of our members
- An Annual Convention dedicated to providing the timeliest content
- Quarterly collaboration and meetings with NAIFA, WIFS, FSP and FPA

## Have fun!

- Quarterly happy hour events
- Ice fishing, skeet shooting and other fun events
- Committed membership volunteering an average of 15 hours specifically to MAHU causes each year

To learn more about MAHU,  
visit [www.emahu.org](http://www.emahu.org)



# MAHU Successes

Consulted on the Minnesota Premium Security Plan (Reinsurance) for the individual market

Successfully intervened to ensure the MCHA assessment was not re-imposed

Supported the modified domicile test under the individual income tax's definition of "resident," so that the location of the individual's attorney, certified public accountant or financial advisor doesn't create Minnesota residency.

Worked with allied industries to help defeat a proposal that would have put the state in competition with private sector retirement plans.

Passed a prohibition on the sale of ancillary products on MNsure.

Secured MAHU representation on Governor Dayton's Health Care Financing Task Force

Successfully lobbied that agent commissions remain between agents and carriers rather than be set by the state as was proposed by the administration.

Successfully lobbied that individuals retain the right to purchase outside of the exchange.



# Support MAHU by becoming a sponsor

Major Sponsorship  
Opportunities

Agency and Broker  
Sponsorship  
Opportunities

Special  
Sponsorship  
Opportunities

Individual  
Sponsorship  
Opportunities

Find more detail on each sponsorship level within this packet.

# Major Sponsorship Opportunity Levels

	Member meeting Passes	Social Passes	Annual Convention Passes	Exhibitor Booth	Convention Booklet Ad	Logo Visibility on Website and Newsletter Ad	Logo Visibility at all other Events	One-Time Mailing List Access	Podium Time at Monthly Meeting Update
<b>Premier Sponsor \$10,000</b>	Four	Four	Four	Yes - Premier Location and Exhibitor Booth	Full Page Ad	Yes	Yes	Yes	4x
<b>Partner Sponsor \$5,000</b>	Two	Two	Two	Yes - Exhibitor Booth	One Page Ad	Yes	Yes	Yes	1x
<b>Advocate Sponsor \$3,500</b>	One	One	One	Yes - Exhibitor Booth	Half Page Ad	Yes	Yes	Yes	No

# Major Sponsorship Opportunities

## Premier Sponsor

**\$10,000**

- Four transferrable passes to each MAHU member meeting including APA sponsored events
- Four transferrable tickets to each MAHU social event
- Four convention passes
- First choice of exhibitor booth location
- Full page ad in Convention booklet
- Listed sponsor on all Webinar's and marketing materials
- Premier logo visibility and recognition on all marketing materials
- Seat on Webinar panel to give a voice to our organization
- Snack sponsor at Convention
- Ability to host a social event for membership at your office
- One-time mailing list access
- Listed as a Meeting sponsor at event of choice

## Partner Sponsor

**\$5,000**

- Two transferrable passes to each MAHU member meeting including APA sponsored events
- Two transferrable tickets to each MAHU social event
- Two convention passes
- Second choice of exhibitor booth location
- Full page ad in Convention booklet
- Recognition in Convention materials
- Logo visibility on website
- Logo visibility at all MAHU events
- E-Newsletter sponsorship and logo placement
- One-time mailing list access

## Advocate Sponsor

**\$3,500**

- One transferable pass to each MAHU member meeting including APA sponsored events
- One transferable ticket to each MAHU social event
- One convention pass
- Third choice of exhibitor booth location
- Half page ad in Convention booklet
- Recognition in Convention materials
- Logo visibility on website
- Logo visibility at all MAHU events
- E-Newsletter sponsorship and logo placement
- One-time mailing list access

# Agency and Broker Sponsorship Opportunities

## Large Agency Sponsor

\$2,500

- Two transferable passes to the monthly meetings
- Two transferable tickets to each social event
- One annual convention pass
- On-site CE class
- Legislative updates
- Sponsor recognition in convention booklet, MAHU website, events and in our newsletter

## Agency Bundle

\$1,250

- One transferrable pass to the monthly meetings
- One transferrable ticket to each social event
- Two annual convention passes
- Sponsor recognition in convention booklet, MAHU website, events and in our newsletter

# Special Sponsorship Opportunities, Part I

## Monthly Meeting Sponsor

**\$250**

- Five minute presentation in front of our membership
- Logo visibility on website and during the meeting
- You may have an exhibitor booth for the event if you choose
- Not available for APA meetings

## Webinar Sponsor

**\$200**

- Targeting at least five sessions in 2018!
- Two minute presentation to open the webinar with our membership
- Logo visibility on website and during the meeting
- E-mail [office@emahu.org](mailto:office@emahu.org) for available dates



# Special Sponsorship Opportunities, Part II

## 2019 Day on the Hill Sponsor

**\$2,500**

- 2019 at the State Capitol
- A large contingent of our membership will be asked to meet with our state legislators to promote our agenda
- Your organization will be promoted to over 1,000 attendees!

## 2018 Exhibitor Booth at the Summit for Insurance and Financial Advisors

**\$900 by 3/1/2018 or \$1,000 after this date**

- Friday, April 20, 2018 at the Hyatt in Bloomington
- Joint convention with NAIFA, WIFS, and MAHU
- Over 300 attendees expected
- Two convention passes included in package

## Special Social Event Sponsor

**\$500**

- Sporting Clays – to be determined for 2018
- Ice Fishing – To be determined for 2019
- Additional events to be announced

# Individual Sponsorship Opportunities

This is a great way to support MAHU above your normal membership dues and your financial support will help fund our efforts to support our industry! Also, recognition of your contribution will be on your name tag with jewel level of sponsorship for each meeting!

Diamond Individual Sponsor - \$500

Sapphire Individual Sponsor - \$300

Ruby Individual Sponsor - \$150

Emerald Individual Sponsor - \$50

# THANK YOU TO OUR 2017-2018 MAHU SPONSORS!

## Partner Sponsors



PreferredOne®



MEDICA®

Excelsior

## Advocate Sponsors

Humana



easecentral

# THANK YOU TO OUR 2017-2018 MAHU SPONSORS!

## Agency Sponsors



## Agency Bundle Sponsors



Michael McGuire Agency







# Are you ready to sponsor?

Complete the following form and send  
your request to  
**[sponsorship@emahu.org](mailto:sponsorship@emahu.org)** and we will  
send you an invoice for your  
commitment or contact us at  
**1-844-333-5593**

P.O Box 16657, St. Louis Park, MN 55416





# MAHU Sponsor Form and Payment Options

## Select your sponsor level:

- Premier Sponsor \$10,000
- Partner sponsor \$5,000
- Advocate Sponsor \$3,500
- Large Agency Sponsor \$2,500
- Agency Bundle \$1,250
- Individual Sponsor:
  - Diamond \$500
  - Sapphire \$300
  - Ruby \$150
  - Emerald \$50
- Monthly Meeting Sponsor \$250
  - Specify Month: \_\_\_\_\_
- 2019 Day on the Hill Sponsor \$2,500
- Webinar Sponsor \$200
  - Specify Date: \_\_\_\_\_
- Special Event Sponsor \$500
  - Specify Event: \_\_\_\_\_

## Sponsor Information and Payment:

Name of Company or Individual: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Payment Options:

- Credit Card Account Number and CSV
  - Account Number: \_\_\_\_\_
  - CSV: \_\_\_\_\_
- Type of Card:
  - Visa
  - MasterCard
  - American Express
  - Other (specify) \_\_\_\_\_
- Signature and Date: \_\_\_\_\_
- Payment by Check:
  - Mail checks to MAHU, P.O. Box 16657, St. Louis Park, MN 55416
- For questions, e-mail [sponsorship@emahu.org](mailto:sponsorship@emahu.org).