



**BENEFITS  
PROFESSIONALS**

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

# Minnesota Association of Health Underwriters (MAHU)

## 2022-2023 Sponsorship Opportunities



# Why MAHU?

## Be part of a highly influential industry voice

- Forward thinking board composed of the top insurance professionals 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
- Meetings tailored to advancing the causes of our members
- An Annual Conference dedicated to providing the timeliest content

## 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 Conference Passes	Exhibitor Booth	Conference 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 \$5,500</b>	Two	Two	Two	Yes - Exhibitor Booth	One Page Ad	Yes	Yes	Yes	1x
<b>Advocate Sponsor \$4,000</b>	One	One	One	Yes - Exhibitor Booth	Half Page Ad	Yes	Yes	Yes	No

# Major Sponsorship Opportunities

## Premier Sponsor

**\$10,000**

- Four passes to each MAHU member meeting
- Four tickets to each MAHU social event
- Four tickets to the annual conference
- First choice of exhibitor booth location
- Full page ad in Conference booklet
- Recognition in Conference materials
- Premier logo visibility and recognition on all MAHU events and Website
- E-Newsletter sponsorship and logo placement
- Membership list access upon request
- Meeting sponsor at event of choice once per year
- Option for Medicare Summit Add on for \$500 for a table; \$1,000 to speak

## Partner Sponsor

**\$5,500**

- Two passes to each MAHU member meeting
- Two tickets to each MAHU social event
- Two tickets to annual conference
- Second choice of exhibitor booth location
- Full page ad in Conference booklet
- Recognition in Conference materials
- Logo visibility on website
- Logo visibility at all MAHU events
- E-Newsletter sponsorship and logo placement
- One-time member list access upon request
- Option for Medicare Summit Add on for \$500 for a table; \$1,000 to speak

## Advocate Sponsor

**\$4,000**

- One pass to each MAHU member meeting
- One ticket to each MAHU social event
- One ticket to annual conference
- Third choice of exhibitor booth location
- Half page ad in Conference booklet
- Recognition in Conference materials
- Logo visibility on website
- Logo visibility at all MAHU events
- E-Newsletter sponsorship and logo placement
- One-time member list access upon request
- Option for Medicare Summit Add on for \$500 for a table; \$1,000 to speak

# Agency and Broker Sponsorship Opportunities

## Large Agency Sponsor

\$2,500

- Two passes to the monthly meetings
- Two tickets to each social event
- Two annual Conference tickets
- Sponsor recognition in Conference booklet, MAHU website, events and in our newsletter

## Agency Bundle Sponsor

\$1,250

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

# Special Sponsorship Opportunities

## Monthly Meeting Sponsor

\$500

- 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
- Attendee list
- Two passes for sponsored meeting

## Event Sponsor Opportunities\*

\$250-\$2500

- Employee Benefit Conference (multiple opportunities)
- Medicare Summit (multiple opportunities)
- Social Events
- Day on the Hill
- Virtual Meeting Sponsor



# 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

# MAHU Sponsor Opportunities Summary



## Annual Sponsorships

- Premier | \$10,000
- Partner | \$5,500
- Advocate | \$4,000
- Large Agency | \$2,500
- Agency Bundle | \$1,250

## Annual Individual Sponsorships

- Diamond \$500
- Sapphire \$300
- Ruby \$150
- Emerald \$50

## One-time Special Sponsorships

- Monthly Meeting Sponsor | \$500
- Day on the Hill Sponsor | \$2,500
- Annual Conference Sponsorships | *Cost To Be Determined*
- Social Event Sponsor | *Cost Determined by Event*

Thank you for your consideration of sponsorship with MAHU. The benefits industry is changing, and we need your help to proactively lead the change. Our organization is making an impact with increasing membership, greater attendance at events, and a strong presence at the legislature. We need sponsors like you to make an even greater impact and help lead the change. Our award-winning association relies on our Sponsors to help us lead the health insurance and benefits industry!

# Are you ready to sponsor?

[www.emahu.org](http://www.emahu.org)



## Confirm Your Sponsorship:

Contact MAHU Sponsorship Chair Mike Anderson REBC & LPRT [sponsorship@emahu.org](mailto:sponsorship@emahu.org) | 612.208.3771 to answer any questions you might have and to confirm your sponsorship level.

- An invoice will be prepared and emailed to you to pay by credit card or check.
- When payment is received your sponsorship benefits will begin.
- Your sponsorship term will run for 12-months from the date of payment.
- A code will be provided for your representative to register under your sponsorship benefits to MAHU meetings and events.

## What we will need from you:

- High-resolution logo in JPG, EPS, GIF, PNG
- Contact information for billing
- Contact information for your representative to be listed in promotional materials
- Headshot photo of designated representative

## MAHU Mailing Address:

Minnesota Association of Health Underwriters | P.O Box 16657, St. Louis Park, MN 55416  
**Office phone:** 844-333-5593 | **Email:** [office@emahu.org](mailto:office@emahu.org)