Minnesota Association of Health Underwriters (MAHU)

2023-2024 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
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

<table>
<thead>
<tr>
<th>Level</th>
<th>Member meeting Passes</th>
<th>Social Passes</th>
<th>Annual Conference Passes</th>
<th>Exhibitor Booth</th>
<th>Conference Booklet Ad</th>
<th>Logo Visibility on Website and Newsletter Ad</th>
<th>Logo Visibility at all other Events</th>
<th>One-Time Mailing List Access</th>
<th>Podium Time at Monthly Meeting Update</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier Sponsor</td>
<td>Four</td>
<td>Four</td>
<td>Four</td>
<td>Yes - Premier Location and Exhibitor Booth</td>
<td>Full Page Ad</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>$10,000</td>
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<tr>
<td>Partner Sponsor</td>
<td>Two</td>
<td>Two</td>
<td>Two</td>
<td>Yes - Exhibitor Booth</td>
<td>One Page Ad</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>$5,500</td>
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<tr>
<td>Advocate Sponsor</td>
<td>One</td>
<td>One</td>
<td>One</td>
<td>Yes - Exhibitor Booth</td>
<td>Half Page Ad</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>$4,000</td>
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</tbody>
</table>
## Major Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Premier Sponsor</th>
<th>Partner Sponsor</th>
<th>Advocate Sponsor</th>
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</thead>
<tbody>
<tr>
<td><strong>$10,000</strong></td>
<td><strong>$5,500</strong></td>
<td><strong>$4,000</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Premier Sponsor Benefits</th>
<th>Partner Sponsor Benefits</th>
<th>Advocate Sponsor Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Four passes to each MAHU member meeting</td>
<td>• Two passes to each MAHU member meeting</td>
<td>• One pass to each MAHU member meeting</td>
</tr>
<tr>
<td>• Four tickets to each MAHU social event</td>
<td>• Two tickets to each MAHU social event</td>
<td>• One ticket to each MAHU social event</td>
</tr>
<tr>
<td>• Four tickets to the annual conference</td>
<td>• Two tickets to annual conference</td>
<td>• One ticket to annual conference</td>
</tr>
<tr>
<td>• First choice of exhibitor booth location</td>
<td>• Second choice of exhibitor booth location</td>
<td>• Third choice of exhibitor booth location</td>
</tr>
<tr>
<td>• Full page ad in Conference booklet</td>
<td>• Full page ad in Conference booklet</td>
<td>• Half page ad in Conference booklet</td>
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<tr>
<td>• Recognition in Conference materials</td>
<td>• Recognition in Conference materials</td>
<td>• Recognition in Conference materials</td>
</tr>
<tr>
<td>• Premier logo visibility and recognition on all MAHU events and Website</td>
<td>• Logo visibility on website</td>
<td>• Logo visibility on website</td>
</tr>
<tr>
<td>• E-Newsletter sponsorship and logo placement</td>
<td>• Logo visibility at all MAHU events</td>
<td>• Logo visibility at all MAHU events</td>
</tr>
<tr>
<td>• Membership list access upon request</td>
<td>• E-Newsletter sponsorship and logo placement</td>
<td>• E-Newsletter sponsorship and logo placement</td>
</tr>
<tr>
<td>• Meeting sponsor at event of choice once per year</td>
<td>• One-time member list access upon request</td>
<td>• One-time member list access upon request</td>
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<tr>
<td>• Option for Medicare Summit Add on for $500 for a table; $1,000 to speak</td>
<td></td>
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</tr>
<tr>
<td>Sponsorship Level</td>
<td>Price</td>
<td>Benefits</td>
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<tr>
<td><strong>Large Agency Sponsor</strong></td>
<td>$2,500</td>
<td>- Two passes to the monthly meetings</td>
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<td>- Two tickets to each social event</td>
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<td></td>
<td>- Two annual Conference tickets</td>
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<td></td>
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<td>- Sponsor recognition in Conference booklet, MAHU website, events and in</td>
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<tr>
<td></td>
<td></td>
<td>our emails.</td>
</tr>
<tr>
<td><strong>Agency Bundle Sponsor</strong></td>
<td>$1,250</td>
<td>- One pass to the monthly meetings</td>
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<td>- One ticket to each social event</td>
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</table>
## 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

*For specific details contact sponsorship@emahu.org
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!

Individual Sponsorship Opportunities

- **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?

**Confirm Your Sponsorship:**
Contact MAHU Sponsorship Chair Mike Anderson REBC & LPRT 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

www.emahu.org