

PROTECTING THE CONSUMER'S FUTURE

CAHIP

California Agents & Health
Insurance Professionals

CALIFORNIA'S BENEFIT SPECIALISTS

ANNUAL PARTNERSHIP OPPORTUNITIES 2023



WELCOME



It is with great pride and enthusiasm that the California Agents and Health Insurance Professionals (CAHIP) releases the Annual Partner Opportunities for the 2023 - 2024 association year. You can purchase an Annual Partner sponsorship at any time during the year. The commitments are for one year depending on when you purchase the Sponsorship. It will start on July 1 and end on June 30 of each year. Listed below you will find a description of our Annual Partnership Opportunities, and more.



WHO ARE CAHIP MEMBERS?

CAHIP is the largest statewide chapter of The National Association of Health Underwriters (NAHU), representing thousands of licensed health insurance agents, brokers, general agents, consultants, Medicare specialists and benefit professionals through more than 200 chapters across America. CAHIP members service the health insurance needs of large and small employers as well as people seeking individual health insurance coverage. The clients of CAHIP members range from Fortune 500 companies to mom-and-pop businesses and individuals seeking health insurance. Our members have a unique understanding of consumer health care needs, the perspective of business owners and the economic realities of health insurance markets. Our members not only sell traditional health insurance products, but also coverage such as dental, long-term care, disability, Medicare Advantage and Medicare Supplements and a variety of consumer-driven products.





WHAT'S IN IT FOR YOU?

If you are interested in reaching the health insurance industry you've come to the right place.

Our Annual Partnerships contain a wide range of products to help your company's create brand awareness, improve ROI and increase your customer bases. We will work closely with you to create a successful marketing strategy to yield tangible results.

BY SPONSORING WITH CAHIP YOU CAN DO THE FOLLOWING:

- Showcase Product/Service
- Networking & Relationship-Building
- Awareness/Visibility
- Increase Sales



CAHIP'S MAIN EVENTS:

WHAT IS THE CAHIP DAY AT THE CAPITOL?



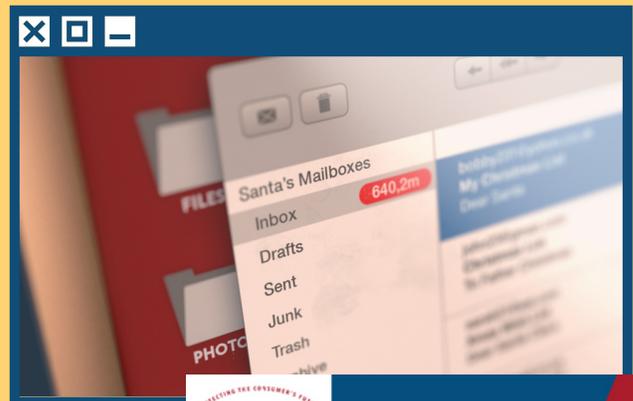
CAHIP's Capitol Summit is the leading event for health insurance agents, brokers, general agents, consultants, and Medicare specialists. This event brings health insurance professionals from all over the country to take part in educational sessions and collaboration, networking, and exposure to many exhibitors with cutting edge products and services. This event is the pinnacle of the hard work that the CAHIP Legislative Council does all year long to help our Legislature understand the needs of the health insurance professional community and our clients. We always have an exciting schedule packed with great speakers and vendor partners to enjoy over the two days culminating with visits to our legislators.

WHAT IS THE CAHIP STATEWIDE LEADERSHIP CONFERENCE "ENGAGE"?



The forward-looking conference explores industry trends and the partnerships and strategies needed for individuals to broaden their leadership skills. The conference brings together insurance industry professionals to advance in professional growth. Attendees learn leadership skills through interactive workshops. Topics include leading through an adapting world, mental health, and Association Leadership skills. This year the meeting will include NAHU Region VIII leaders from five other states in our region.

E-MEDIA



QUARTERLY WEBINARS

CAHIP hosts a series of educational webinars throughout the year. The topics include Medicare, Legislation Review, Insurance, and Professional Development. All webinars are for members and non-members.



- 8,000+ email subscribers
- Dedicated Blasts
- Website 1,000 monthly page views -- www.cahu.org
- CAHIP Connection Alert – Monthly news update on industry and association items.



SPONSORSHIP LEVELS

20K

DIAMOND LEVEL

IN PERSON

- Company video ad played at both main events (1–2-minute video)
- Introduction of speaker at both main events
- Company logo on signage at both main events
- Company logo on rolling PowerPoint displayed during both main events
- 6 complimentary registrations to both main events
- Complimentary exhibit booth at both main events
- Premier exhibit booth location in the exhibit hall
- Main event sponsor recognition at both of CAHIP's main events

ONGOING PROMOTION

- Company logo on all CAHIP's marketing materials and communications
- Company logo on quarterly webinars
- Company logo on home page and main event pages
- Company logo displayed on the monthly CAHIP Connection Email News; company will also be highlighted at top of articles on several issues

SHARING WHAT'S IMPORTANT

- Social Media posts recognizing your company as a Diamond Level Sponsor
- Full page ad in the Capitol Summit Program

PLATINUM LEVEL

15K

IN PERSON

- Company video ad played at both main events (1–2-minute video)
- Introduction of speaker at one of the main events
- Company logo on rolling PowerPoint displayed during both main events
- 4 complimentary registrations to both main events
- Complimentary exhibit booth at both main events
- Premier exhibit booth location in the exhibit hall

ONGOING PROMOTION

- Primary Vanguard Sponsor Capitol Summit
- Company logo on all CAHIP's marketing materials and communications
- Company logo on quarterly webinars
- Company logo on home page and main event pages
- Company logo on signage at both main events
- Company logo displayed on the monthly CAHIP Connection Email News; company will also be highlighted at top of articles on several issues

SHARING WHAT'S IMPORTANT

- Social Media posts recognizing your company as a Platinum Level Sponsor
- Full page ad in the Capitol Summit Program

10K GOLD LEVEL

7.5K

SILVER LEVEL

IN PERSON

- Lunch Sponsor at one of the main events
- Introduction of speaker at one of the main events
- Company logo on rolling PowerPoint displayed during both main events
- Company logo on signage at both main events
- 2 complimentary registrations to both main events
- Complimentary exhibit booth at both main events
- Premier exhibit booth location in the exhibit hall

IN PERSON

- Introduction of speaker at one of the main events
- Company logo on rolling PowerPoint displayed during both main events
- Company logo on signage at both main events
- 3 complimentary registrations to both main events
- Complimentary exhibit booth at both main events
- Premier exhibit booth location in the exhibit hall

ONGOING PROMOTION

- Company logo on all CAHIP's marketing materials and communications
- Company logo on quarterly webinars
- Company logo on home page and main event pages
- Company logo displayed on the monthly CAHIP Connection Email News; company will also be highlighted at top of articles on several issues

ONGOING PROMOTION

- Company logo on all CAHIP's marketing materials and communications
- Company logo on quarterly webinars
- Company logo on home page and main event pages
- Company logo displayed on the monthly CAHIP Connection Email News; company will also be highlighted at top of articles on several issues

SHARING WHAT'S IMPORTANT

- Social Media posts recognizing your company as a Gold Level Sponsor
- Half page ad in the Capitol Summit Program

SHARING WHAT'S IMPORTANT

- Social Media posts recognizing your company as a Silver Level Sponsor
- Half page ad in the Capitol Summit Program

5K BRONZE LEVEL

1K

FRIENDS OF CAHIP PARTNER

IN PERSON

- Company logo on rolling PowerPoint displayed during both main events
- Company logo on signage at both main events
- 2 complimentary registrations to both main events
- Complimentary exhibit booth at both main events

- Social Media posts recognizing your company as a Friends of CAHIP Sponsor
- Company logo on all CAHIP's marketing materials and communications
- Company logo on home page and main event pages

ONGOING PROMOTION

- Company logo on all CAHIP's marketing materials and communications
- Company logo on quarterly webinars
- Company logo on home page and main event pages
- Company logo displayed on the monthly CAHIP Connection Email News

SHARING WHAT'S IMPORTANT

- Social Media posts recognizing your company as a Bronze Level Sponsor
- Quarter page ad in the Capitol Summit Program



CONTACT US

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