

CAHU Annual Partnership Opportunities



PROTECTING THE CONSUMER'S FUTURE

CAHU

California Association
of Health Underwriters

CALIFORNIA'S BENEFIT SPECIALISTS

2021-2022



It is with great pride and enthusiasm that the California Association of Health Underwriters (CAHU) release its annual Corporate Partner opportunities for the 2021-2022 association year. We know you will be interested in learning how your company can partner with CAHU. **This year we are returning to in-person events.**

CAHU is the largest state chapter of NAHU (National Association of Health Underwriters), the nation's largest trade association representing agents, brokers, consultants, employee benefits professionals and Medicare specialists.

For decades, organizations such as yours have provided financial support to CAHU to help fund our lobbying efforts in Washington D.C. and Sacramento, association management services and volunteer leadership development; in exchange for exposure to thousands of members nationwide, exhibitor opportunities at state and local events, advertising on the CAHU website and the ability to promote your business through exclusive online learning opportunities. Most importantly, your financial support demonstrates your commitment to supporting the agent/broker community.

Annual Corporate Partner commitment are offered on a first come, first served basis beginning on July 1 and extending to June 30 of each year. Attached you will find a description of our Metallic Level Partner opportunities, and more.

CAHU has recently launched a new website, which includes a members-only section and new Medicare Specialty Practice section. CAHU just had its one-year anniversary issue of the very popular CAHU newsletter, The STATEment. CAHU is also producing a variety of videos to embrace the member experience. All of these deliverables will provide opportunity for corporate promotion and advertising.

We thank you in advance for your support to CAHU and its members, and for your commitment to work collaboratively to ensure that our industry remains vibrant, empowering and rich in culture.



MORE ABOUT CAHU

As the premier trade association representing health insurance agents and brokers, CAHU continues to protect the indispensable role that professional benefits specialists play in serving consumers.

CAHU is the largest statewide chapter of The National Association of Health Underwriters (NAHU), representing thousands of licensed health insurance agents, brokers, general agents, consultants and benefit professionals through more than 200 chapters across America. CAHU members service the health insurance needs of large and small employers as well as people seeking individual health insurance coverage. Every day, CAHU members work to obtain insurance for clients who are struggling to balance their desire to purchase high-quality and comprehensive health coverage with the reality of rapidly escalating medical care costs. As such, one of CAHU's primary goals is to do everything we can to promote access to affordable health insurance coverage.

CAHU members help millions of consumers by guiding them through the complexities of health insurance purchasing and enrollment, while ensuring they get the best policy at the most affordable price. We seek to understand each personal situation to create recommendations that complement a client's financial and medical security needs. And our job does not end with the sale. Our licensed producers help their clients with claims issues, service questions and compliance matters throughout the life of each policy they sell.

The clients of CAHU 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. We 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. Members agree to abide by NAHU's Code of Ethics, which requires them to always make health care coverage recommendations with the customer's best interest in mind.

CAHU offers its members a multitude of educational opportunities, continuing-education classes and provides our members with professional conferences and networking functions, publications and business-development tools. We conduct advocacy efforts at the state and federal levels of government to advance the interests of health insurance professionals and to promote affordable and responsible private health insurance market solutions.

Diamond Partner- \$20,000

Primary Event Sponsor (Capitol Summit or Women's Leadership Summit, alternating each year)
Advertisement on CAHU website (home page)
All of Tier 1, any 3 from Tier 2

Platinum Partner - \$15,000

Primary Vanguard Sponsor (Capitol Summit or Women's Leadership Summit)
Advertisement on CAHU website (home page)
All of Tier 2, any 2 from Tier 1

Gold Partner - \$10,000

Lunch Sponsor (Capitol Summit or Women's Leadership Summit)
All of Tier 2, any 1 from Tier 1

Silver Partner - \$7,500

Any 1 from Tier 1, any 4 from Tier 2

Bronze Partner - \$5,000

Any 4 from Tier 2

Friends of CAHU Partner - \$1,000

Able to add any from Tier 1 or 2 at additional cost

Tier 1

\$3,000 each

- Capitol Summit Enhanced/Double Exhibit Space (includes two registrations and half page ad)
- Women's Leadership Summit Enhanced/Double Exhibit Space (includes two registrations)
- Host or sponsor a CE webinar
- Provide professional development session at Women's Leadership Summit
- Introduction of keynote speaker at Capitol Summit and Women's Leadership Summit
- Additional Registrations to Capitol Summit & Women's Leadership Summit (8 each)
- Article in CAHU STATEment

Tier 2

\$1,500 each

- Capitol Summit Exhibit Space (includes two registrations and half page ad)
- Women's Leadership Summit Exhibit Space (includes two registrations)
- Additional Registrations to Capitol Summit & Women's Leadership Summit (4 each)
- Breakfast Sponsor at either Capitol Summit or Women's Leadership Summit
- Breakout Sponsor at Women's Leadership Summit
- Introduction of speaker at Capitol Summit or Women's Leadership Summit
- Advertisement on CAHU website (placement to be determined by CAHU)

All CAHU Partners will have:

- Recognition at all CAHU events
- Company logo on website (www.cahu.org)
- Company logo on email blasts
- Opportunity to advertise in the CAHU STATEment online magazine (six issues per year)

Partners have the option of selecting additional opportunities such as those listed on the previous page based on their partnership level, or they may choose to select the opportunities they feel benefit them the most.

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