

# CAHIP Annual Partnership Opportunities



PROTECTING THE CONSUMER'S FUTURE

**CAHIP**

California Agents & Health  
Insurance Professionals

CALIFORNIA'S BENEFIT SPECIALISTS

2022-2023



It is with great pride and enthusiasm that the California Agents and Health Insurance Professionals (CAHIP) release its annual Corporate Partner opportunities for the 2022 - 2023 association year. We know you will be interested in learning how your company can partner with CAHIP.

CAHIP 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 CAHIP 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 CAHIP 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.

CAHIP has recently launched a new website, which includes a members-only section and new Medicare Specialty Practice section. CAHIP just had its two-year anniversary issue of the very popular CAHIP newsletter, The STATEment. CAHIP 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 CAHIP and its members, and for your commitment to work collaboratively to ensure that our industry remains vibrant, empowering and rich in culture.



## *MORE ABOUT CAHIP*

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

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 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. Every day, CAHIP 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 CAHIP's primary goals is to do everything we can to promote access to affordable health insurance coverage.

CAHIP 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 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. 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.

CAHIP 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  
Statewide Leadership Conference – Engage,  
alternating each year)

Advertisement on CAHIP website (home page)

All of Tier 1, any 3 from Tier 2

**Platinum Partner - \$15,000**

Primary Vanguard Sponsor (Capitol Summit or  
Statewide Leadership Conference – Engage)

Advertisement on CAHIP website (home page)

All of Tier 2, any 2 from Tier 1

**Gold Partner - \$10,000**

Lunch Sponsor (Capitol Summit or Statewide  
Leadership Conference – Engage)

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)
- Statewide Leadership Conference – Engage Exhibit space (includes one registration, logo on website, logo on all conference materials)
- Host or sponsor a CE webinar
- Introduction of keynote speaker at Capitol Summit
- Additional Registrations to Capitol Summit & Statewide Leadership Conference – Engage (6 each)
- Article in CAHIP STATEment

# **Tier 2**

**\$1,500 each**

- Capitol Summit Exhibit Space (includes two registrations and half page ad)
- Statewide Leadership Conference – Engage Exhibit Space (includes one registrations, logo on website and all conference materials)
- Additional Registrations to Capitol Summit & Statewide Leadership Conference – Engage (2 each)
- Introduction of speaker at Capitol Summit
- Advertisement on CAHIP website (placement to be determined by CAHIP)

All CAHIP Partners will have:

- Recognition at all CAHIP events
- Company logo on website ([www.cahu.org](http://www.cahu.org))
- Company logo on email blasts
- Opportunity to advertise in the CAHIP 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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