

PROTECTING THE CONSUMER'S FUTURE



California Association  
of Health Underwriters

CALIFORNIA'S BENEFIT SPECIALISTS

# Partnership Opportunities

2020-2021



It is with great pride and enthusiasm that the California Association of Health Underwriters (CAHU) release its annual Corporate Partner opportunities for the 2020-2021 association year. We know you will be interested in learning how your company can partner with CAHU.

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 over 15,000 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.

This year we have restructured our packages to respond to COVID-19 and its impact on delivering association member value and return on investment to our Corporate Partners. For example, CAHU will be replacing in-person events to virtual events until such time that restrictions are eased appropriately. We believe this creates an opportunity to reach more of our members through virtual exhibit halls, keynote speaker opportunities, event presentations, opportunities to sponsor professional development breakout sessions and our popular Vanguard events.

CAHU has recently launched a new website, which includes a members-only section and ***new Medicare Specialty Practice section***, we are bringing back our publication, The STATEment and we are 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 more than 100,000 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 Annual Convention, 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 Annual Convention)  
Advertisement on CAHU website (home page)  
All of Tier 2, any 2 from Tier 1

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

Lunch Sponsor (Capitol Summit or Annual Convention)  
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)
- Annual Convention Enhanced/Double Exhibit Space (includes two registrations)
- Host or sponsor a CE webinar
- Provide professional development session at Annual Convention
- Introduction of keynote speaker at Capitol Summit and Annual Convention
- Additional Registrations to Capitol Summit & Annual Convention (8 each)
- Article in CAHU STATEment

# **Tier 2**

**\$1,500 each**

- Capitol Summit Exhibit Space (includes two registrations and half page ad)
- Annual Convention Exhibit Space (includes two registrations)
- Additional Registrations to Capitol Summit & Annual Convention (4 each)
- Breakfast Sponsor at either Capitol Summit or Annual Convention
- Breakout Sponsor at Annual Convention
- Introduction of speaker at Capitol Summit or Annual Convention
- 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](http://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.

Please note that due to the current pandemic, some events may be converted to virtual events. In cases where events are converted to a virtual platform, CAHU will work with partners to find equivalent opportunities.