



**fia**

Partner  
Packages

**fia**

# Why our partnership makes sense?

We speak directly to key intermediaries and professionals (that are on top of their game) throughout the insurance and financial services industry. Using our various platforms, we offer our partners the ability to promote and amplify their offerings and brand to our members.



Event Speaker



Event Branding



Event Tickets



Webinars



Blog Posts



Magazine Adverts



Digital



Social Media



Video

2024 includes **three** category levels and packages for our partners.



# Level 01

## R 400 000

(excl VAT)

6 partner spots available



Event  
Speaker



Event  
Branding



Event  
Tickets



Webinars



Blog  
Posts



Magazine  
Adverts



Web  
Adverts



Social  
Media



Video

### MULTIMEDIA INTERMEDIARY CHANNELS

#### Magazine | Digital Magazine | Content | Blog | Newsletter | Banner Adverts | Adverts | CPD Platform | Website

- **FIA Insight Magazine CPD accredited:** 4 x full-page colour adverts (prime position)
- **FIA Insight Magazine CPD accredited:** 4 x full-page native editorials
- **FIA Newsletter:** 4 x native articles in our newsletter to members
- **Native Content:** 8 x native articles on the FIA website, published as a blog
- **Social Media Post:** 8 x social media posts to amplify your articles featured on the FIA website
- **Website Banners:** Banner adverts x 12 months
- Scrolling banner and static logo on home page of the **FIA website**
- Banner advert in our **weekly newsletter**
- Provide regulatory CPD on our online member **CPD platform** under the partner section
- **White Papers:** sponsors white papers will feature on the FIA CPD portal and amplified across all broker multimedia – digital magazine, blog, social media, and newsletter

### EVENTS

#### FIA AWARDS 2024

- **Marketing campaign** leading up to, during and post event including partner brand association
- **Branding and Activation\***  
*\*We will be in touch to discuss innovative ideas for our 2024 FIA Awards and how our partners best leverage this.*
- Promotion as a **sponsor on all awards communication** to promote the awards
- **10 x tickets** to the FIA Awards
- Scrolling banner and static logo on **FIA Awards website**
- **Logo on digital screens** across conference and exhibition areas
- **15% discount** on award survey reports

#### FIA ADVICE SUMMIT 2024

- **Prime speaker slot** – first choice
- **Marketing campaign** leading up to during and post event including partner brand association
- **First choice** for position of **branding and activation** at the Summit\*

*\*We will be in touch to discuss innovative ideas for our 2024 FIA Advice Summit and how our partners best leverage this.*

- **10 x tickets** to the FIA Advice Summit
- **On-demand Summit videos** will be amplified post conference on FIA CPD Online and across all member multimedia – digital magazine, blog, social media and newsletter for increased reach
- Scrolling banner and static logo on **FIA Summit website**

### Optional extra WEBINARS

**R50 000**

- Participate in an **online member webinar** with our executive committee in a specific discipline – logo on all webinar branding
- **Disciplines:** Non-life | Transformation | Employee benefits | Membership | Financial planning | Healthcare | Discretionary investments | Education & training
- **850 attendees**
- Limited space – **only 1 x sponsor per webinar**

6

**Only 6 partner spots available**



**1st choice speaker slot at FIA Summit**



**1st choice of branding at FIA Summit and Awards**

# Level 02

## R 220 000

(excl VAT)

10 partner spots available



Event  
Speaker



Event  
Branding



Event  
Tickets



Webinars



Blog  
Posts



Magazine  
Adverts



Web  
Adverts



Social  
Media



Video

### MULTIMEDIA INTERMEDIARY CHANNELS

**Magazine | Digital Magazine | Content | Blog | Newsletter | Banner Adverts | Adverts | CPD Platform | Website**

- **FIA Insight Magazine CPD accredited:** 4 x full-page colour adverts (prime position)
- **FIA Insight Magazine CPD accredited** 4 x full-page native editorials
- **FIA Newsletter:** 4 x native articles in our newsletter to members
- **Native Content:** 4 x native articles on the FIA website, published as a blog
- **Social Media Post:** 4 x social media posts to amplify your articles featured on the FIA website
- **Website Banners:** Banner adverts x 6 months

### EVENTS

#### FIA AWARDS 2024

- **Branding** at the Awards\*  
*\*We will be in touch to discuss innovative ideas for our 2024 FIA Advice Summit and how our partners best leverage this.*
- **Marketing campaign** leading up to, during and post event including partner brand association
- Promotion as a **sponsor on all awards communication** to promote the awards

- **Logo on digital screens** across conference and exhibition areas
- **5 x tickets** to the FIA Awards

#### FIA ADVICE SUMMIT 2024

- **Speaker slot**
- **Marketing campaign** leading up to during and post event including partner brand association
- **Branding and Activation** at the Summit\*  
*\*We will be in touch to discuss innovative ideas for our 2024 FIA Advice Summit and how our partners best leverage this.*
- **5 x tickets** to the FIA Advice Summit
- Scrolling banner and static logo on **FIA Summit website**

#### Optional extra

### WEBINARS

R50 000

- Participate in an **online member webinar** with our executive committee in a specific discipline – logo on all webinar branding
- **Disciplines:** Non-life | Transformation | Employee benefits | Membership | Financial planning | Healthcare | Discretionary investments | Education & training
- **850 attendees**
- Limited space – **only 1 x sponsor per webinar**

### \*LEVEL 2 PARTNERS NO SPEAKING SLOT

#### FIA Summit registration sponsor, high impact sponsorship

- Co-branding registration desk with the FIA at the Summit
- Lanyards, name badges, water bottles
- Co-branding online event registration page
- Partner registration team together with the FIA team
- Branding
- Promotion as a sponsor on all awards communication, social media campaigns to promote the awards.
- Scrolling banner and static logo on FIA Summit 2024 website

#### Coffee corner sponsor, high impact sponsorship

- This is an area for everyone to sit, catch up on work, meet, charge phones, and look up information
- Branding
- Promotion as a sponsor on all awards communication, social media campaigns to promote the Summit.
- Scrolling banner and static logo on FIA Summit 2024 website

#### Livestream partner – Summit on demand?

- Brand exposure via the FIA Summit 2024 – On demand
- Branding of podcasts to be distributed post session
- Promotion as a sponsor on all awards communication, social media campaigns to promote the awards.
- Scrolling banner and static logo on FIA Summit 2024 website



# Level 03

**R 75 000**

(excl VAT)

15 partner spots available



Event  
Speaker



Event  
Branding



Event  
Tickets



Webinars



Blog  
Posts



Magazine  
Adverts



Web  
Adverts



Social  
Media



Video

## MULTIMEDIA INTERMEDIARY CHANNELS

**Magazine | Digital Magazine | Content | Blog  
| Newsletter | Banner Adverts | Adverts | CPD  
Platform | Website**

- **FIA Insight Magazine CPD accredited:** 3 x full-page colour adverts
- **FIA Insight Magazine CPD accredited:** 3 x full-page native editorials
- **Native Content:** 3 x native articles on the FIA website, published as a blog
- **FIA Newsletter:** 3 x native articles in our newsletter to members
- **Social Media Post:** 3 x social media posts to amplify your articles featured on the FIA website
- **Website Banners:** Banner adverts x 6 months

*Optional extras*

### EVENT ADD-ONS

#### FIA AWARDS – R80 000

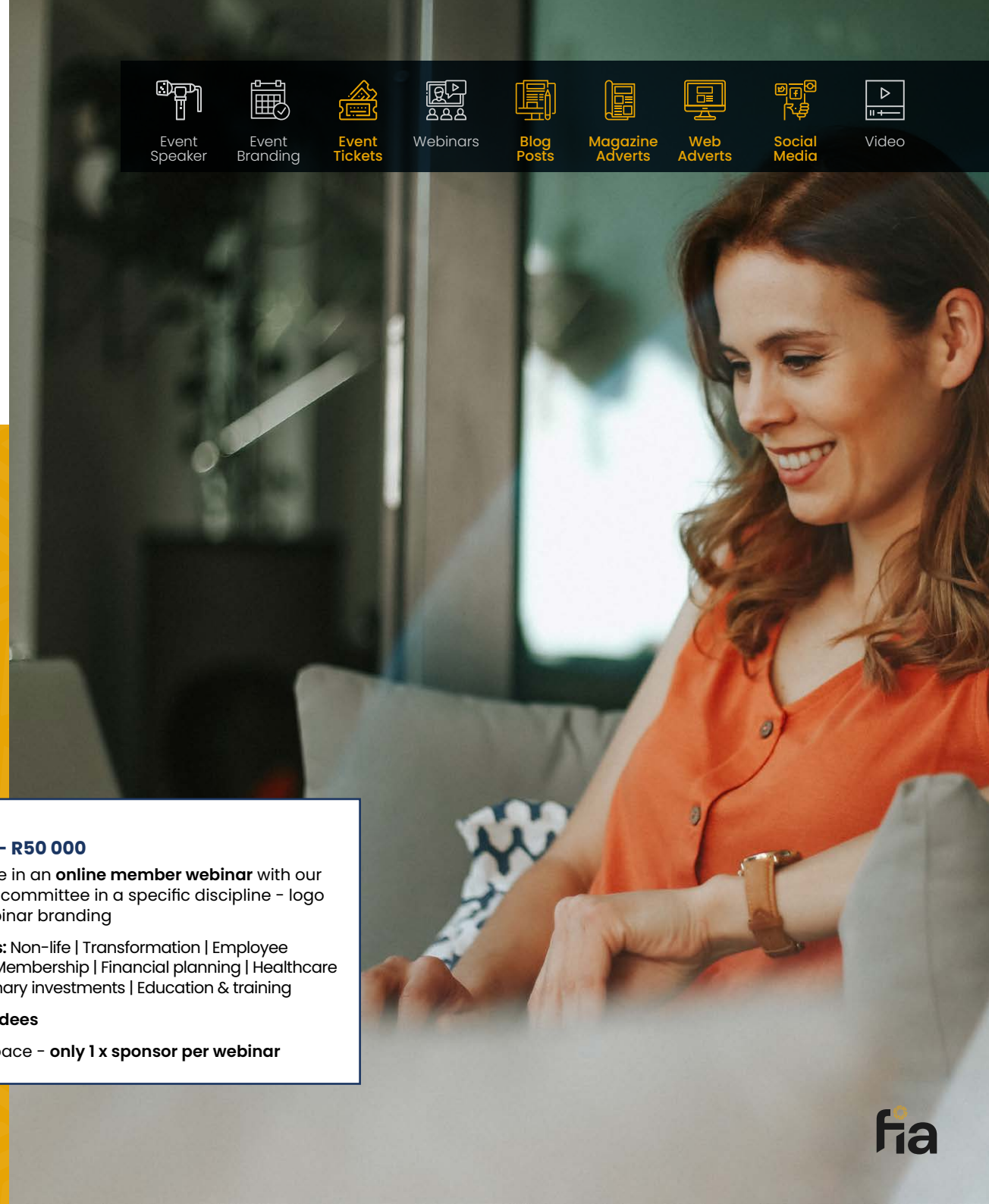
- Exclusive opportunity to activate at the awards
- 5 additional spots available

#### FIA SUMMIT – R80 000

- Exclusive opportunity to activate at the awards
- 8 additional spots available

#### WEBINARS – R50 000

- Participate in an **online member webinar** with our executive committee in a specific discipline - logo on all webinar branding
- **Disciplines:** Non-life | Transformation | Employee benefits | Membership | Financial planning | Healthcare | Discretionary investments | Education & training
- **850 attendees**
- Limited space - **only 1 x sponsor per webinar**






## Get in touch

### Partnership | Advertising

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### Magazine


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