

COMMITMENT TO COMMUNITY CO-OP

IDEAS ARE ENDLESS

This reimbursement program is centered around member's community participation. Members promote their agency alongside Big I Iowa, which aids to reinforce the independent agent delivery system.

- **Submit Promotional Layout Request**
- **Pre-Approve by Submitting Application**
- **After Event - Email**

BIG i | IOWA

Sponsored by IIAI to offer member agencies the flexibility to promote their agency to reinforce the independent agency delivery system. Monetary Donations do NOT Qualify.

Get in Touch

515-223-6060

www.iiaiowa.org

angie@iiaiowa.org

Mandatory Requirements Must be Met on All Submissions

- **ALL event promotion must use Big I Iowa logo or mention Big I Iowa if doing a radio/television/podcast**
- **Big I Iowa logo must be present on agency websites and Facebook pages**

Advertising reimbursement available on first come/first serve basis. IIAI will reimburse member agents up to **50% OF COST FOR COMMUNITY ACTIVITY UP TO A $1,000 MAXIMUM!** Events must occur between SEPTEMBER 1, 2026 THROUGH AUGUST 15, 2027. Maximum total campaign budget is $25,000. **NOTE: regardless number of additional names or locations, the maximum reimbursement amount remains at $1,000.**

Steps to Participate:

Monetary Donations do NOT Qualify

Submit Promotional Layout Requests

to Nicole Peffers at the IIAI office 515-402-4038 or email her at (nicole@iiaiowa.org) that can then be submitted to your advertising vendor. Big I Iowa **LOGO MUST BE USED IN PROMOTION MATERIALS & EVENT; OR YOUR APPLICATION WILL BE REJECTED.**

Pre-Approve by Submitting Application & Promo Vendor Mock-up or Scripts

to Angie Cooper at (angie@iiaiowa.org).**WEBSITE & FACEBOOK LOGO REQUIREMENTS MUST BE MET REGARDLESS OF ACTIVITY OR APPLICATION WILL BE REJECTED.** FOR LOGOS, Please email Angie at angie@iiaiowa.org or Nicole at nicole@iiaiowa.org.

After Event - Email

Copy of your **FINAL INVOICES, ADS/PROMOTIONS USED IN CONJUNCTION WITH EVENT & SIGNED APPLICATION** to Angie Cooper at the IIAI office no later than **August 15, 2027** in order to be eligible to receive reimbursement. Email: angie@iiaiowa.org

PRE-SUBMIT MOCK-UPS AND ANY MEDIA SCRIPTS FOR ALL ADS THAT WILL BE PLACED. Contact Nicole at nicole@iiaiowa.org for assistance with signage mockup.

PRE-SUBMIT FOR APPROVAL. After commitment is completed, all documents and receipts MUST accompany reimbursement request. Submit to Angie at angie@iiaiowa.org or 4000 Westown Parkway, Suite 200, West Des Moines, IA 50266

*For more event ideas see our website at **www.iiaiowa.org***

COMMITMENT TO COMMUNITY CO-OP

Please complete all information and return to Angie at angie@iiaiowa.org.

Agency Name:_____

Address: _____

Contact:_____**Phone:**_____**Email:**_____

Website: _____

HOW WILL YOU BE COMMITTING TO YOUR COMMUNITY?

Date_____ **Location:**_____

Event Description:_____

Agency's Involvement:_____

If partnering with an established event/program, who is it?

_____

HOW WILL THE EVENT BE PROMOTED?

_____

WHAT ADVERTISING WILL BE DONE FOR THE EVENT?

(Submit copy of ad mock-up - Big I Iowa logo must be included)

_____

ESTIMATED NUMBER OF PEOPLE THAT WILL SEE YOUR EVENT & ADVERTISEMENTS:

_____

ESTIMATED COSTS ASSOCIATED WITH THE EVENT AND ADVERTISING:

_____