

Our Mission:

GAMA International's mission is to **ADVOCATE** the value-added role of field and home office management in the ethical distribution of financial products and services; to **SERVE** the professional development needs of individuals and companies engaged in building the distribution of financial services and products; and to **ACT** as a catalyst, connecting insurance companies, mutual fund companies and distribution management in the insurance and financial services industry.

Our Value Proposition:

GAMA International is committed to providing members with world-class education and training **RESOURCES**, to providing a neutral venue to build **RELATIONSHIPS** with peer professionals, to providing a forum to **RECOGNIZE** members who achieve standards of excellence in distribution management, to promoting growth through industry **LEADERSHIP** opportunities and to conducting world-class, practitioner-based **RESEARCH** on the art and science of distribution management.



GAMA International Resource Partners



What is GAMA International?

GAMA International is the only association dedicated to promoting the professional development needs of management in the insurance and financial services industry. GAMA is the only volunteer organization that focuses on the agency building tasks and skills of successful career agencies/firms.



Who are GAMA International Members?

GAMA International has more than 5,100 members with direct or secondary management and leadership responsibilities.

80% hold high-level executive positions (general agent, CEO, president, managing director).

100% travel more than 15 days per year on business.

80% have been in the industry for more than 20 years.

85% have more than 20 or more advisors in their agency/firm.

49 of the top insurance and financial service firms in the world are member companies.

What does it mean to be a GAMA International Resource Partner?

The GAMA International Resource Partner program is designed to provide three-way reciprocity to members and member companies, to Resource Partners and to the association.

We offer our Resource Partners preferred access to our membership exposing their brand favorably and creatively to these key stakeholders, introducing them to one another and recommending their services through our own market analysis and fact-finding activities.

We proudly count among our Resource Partners the very best providers of relevant, high-quality products and services to our industry.

As a GAMA International Resource Partner, your company will benefit from:

- High visibility for your products and services in a form which key decision makers turn to for solutions plus on-going visibility throughout the year.
- Integration into the GAMA International network, recognized by its members as valuable business partners.
- Access to industry gate keepers (and leaders) to discuss relevant issues and solutions when it's convenient for them.
- A dedicated GAMA International Resource Manager will contact you every other month. They will ensure that you are fully leveraging your benefits as a GAMA International Resource Partner.

Resource Partnership Options

	Diamond	Platinum	Gold	Silver	Associate
Visibility On-site at LAMP					
Celebration of Excellence Recognition Banquet Sponsorship (includes the following: prominent signage at the event and recognition from the stage, recognition in printed COE program, recognition on all LAMP materials as a sponsor, and a table of ten for your company at the banquet)	LAMP Celebration of Excellence Banquet Sponsorship	N	N	N	N
1 full page, 4 color ad in the LAMP on-site final program	Y	N	N	N	N
Booth(s) at LAMP	Double	Double	Single	Single	N
Additional LAMP Admissions	4	3	2	0	0
Priority Placement of Booth	1st pick	2nd pick	3rd pick	High	N
Resource Partner Signage and Recognition at LAMP	Y	Y	Y	Y	Y
Company Marketing Insert in LAMP Registration Packets	Y	Y	N	N	N
Program & Meeting Materials Handbook Recognition	Y	Y	Y	Y	Y
Invitation to MAA/MFA Breakfast	5	4	3	2	1
Invitation to the President's Reception	5	4	3	2	1
Year-Round Visibility with GAMA Members					
GAMA Annual Partner Benefits Annual GIJ & E-news Subscription, LAMP Registration at GAMA Member Rates	Y	Y	Y	Y	Y
Conference call/meeting with CEO	quarterly	semi-annual	semi-annual	annually	annually
Member of GAMA's Speakers Bureau	Y	Y	N	N	N
GAMA International Journal					
# of Ads in GAMA International Journal	6 full, 4C	6 full, 4C	6 full, 4C	6 1/2, B&W	6 1/4, B&W
GAMA Annual Directory:					
Publish Article	Y	Y	N	N	N
Company Listing & Logo	Y	Y	Y	Y	Y
Co-sponsorship of GAMA Teleconference	Y	Y	N	N	N
Tips in Monthly E-mail Newsletter with Link	2	2	2	1	N
# of E-mails to GAMA Members/Year	3	2	N	N	N
Resource Partner Newsletter (semi-annual email pub to GAMA membership)					
Article	Y	Y	Y	N	N
Company Logo & Link	Y	Y	Y	Y	Y
GAMA Website:					
Resource Partners Page: Logo, Link	Y	Y	Y	Y	Y
Annual Investment	\$25,000	\$18,000	\$13,500	\$7,000	\$2,500
Monthly Charge	\$2,083	\$1,500	\$1,125	\$584	\$1,250*
* Limited to individual coaches/trainers. 2 payments, one with initial contract, 2nd in 90 days.					