

# IRI Premier Alliance Partner Program



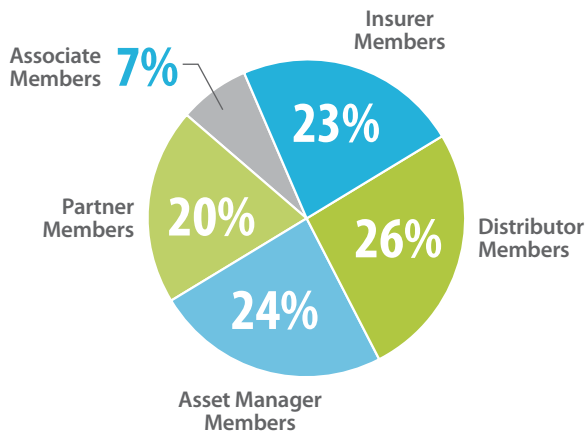
The Premier Alliance Partner (PAP) Program is the Insured Retirement Institute's highly regarded affinity program for the retirement industry. Through the PAP Program, IRI members have the opportunity to advance and maximize their visibility among hundreds of thousands of financial professionals. Companies within the PAP Program are given ample benefits and occasions to disseminate their unique messaging, amplify their brand, and go beyond their normal reach!

The IRI Premier Alliance Partner (PAP) Program is available in Platinum, Gold and Silver ranging from \$25,000 to \$100,000. Each level is open to customization in order to find the perfect fit for you and your company.

## MAXIMIZE VISIBILITY

### PREMIER ALLIANCE PARTNER REACH...

**176** Dues paying member companies with 700+ member affiliated companies



**98%+**

of Annuity Assets Represented by Member Companies



**6,000**

Home Office Professionals



**180k+**

Financial Advisors



### PLATINUM LEVEL



**LPL Financial**



**Nationwide**  
is on your side



**Prudential**  
Bring Your Challenges<sup>®</sup>

# GROW YOUR AUDIENCE PROMOTE YOUR BRAND



- **Thought Leader content in IRI Insight** – IRI’s premier retirement income planning newsletter distributed to 250K+ Financial Professionals
- **Co-branded webinars** available to 180K+ Financial Advisors
- **Widespread company recognition** at all IRI annual conferences through:
  - Onsite signage
  - Program dedications
  - Verbal acknowledgement
  - Priority consideration for speaking opportunities
- **Company logo on IRlonline.org and myIRlonline.org** with 200K+ visitors annually
- **Sponsored social media content** on all of IRI’s social networks
- **Company banner ads in Government Affairs Update, IRI Digest and FA Digest** – IRI’s most read newsletters
- **Unlimited co-branding of research** which receives more than 17,000+ downloads annually and is featured in IRI’s bi-monthly Research Round-Up
- **IRItv speaking engagements** for focused content videos promoted through all of IRI’s marketing channels
- **eMarketing Engagement** with dedicated email sends to 180K+ financial advisors and home office professionals
- **Complimentary conference registration** to one of our four annual conferences with 70% of attendees at VP level or higher
- **Over 4 billion media impressions** after 5,700+ media placements which highlighted research, initiatives, emerging trends and education

## GOLD LEVEL



## SILVER LEVEL

