



Life Insurers Council 2025 Sponsorship Commitment Form

Subject to Change (rev. November 13, 2024)

Sponsorships are limited and may sell out. As dates and locations are updated, they will be posted at www.loma.org/LICEvents2025. For more information, please contact LIC Director of Operations Audrey Wittenburg at lic@loma.org.

LIC Annual Conference Sponsorships

Affiliates/Vendors are not required to be a sponsor, can attend LIC Conferences at individual rates.

LIC Annual Conference, Clearwater FL, February 5-7, 2025 – www.loma.org/LIC2025

Includes one registration (two for Elite) – additional registrations at individual attendee rates.

- Contributing Sponsor Level: \$3,800 LIC Member (\$4,800 Nonmember)
- Elite Conference & Banquet Sponsor Level: \$6,800 (LIC Member (\$7,800 Nonmember)

LIC Final Expense Workshop, June 2025

Includes one complimentary registration – additional registrations at individual attendee rates.

- Contributing Sponsor Level: \$2,200 LIC Member (\$3,200 Nonmember)

LIC Preneed Forum, November 2025

Includes one complimentary registration – additional registrations at individual attendee rates.

- Contributing Sponsor Level: \$2,200 LIC Member (\$3,200 Nonmember)

LIC 2025 Committee Sponsorships

Affiliates/Vendors must be a sponsor in order to participate in LIC Committee events and must be an LIC member to participate in the Online Communities.

Includes registration, with a limit of one at in-person committee meetings.

- Annuity** – Networking Meeting, Conference Call, and Online Community \$875 LIC Member (\$1,375 Non)
- ERM** – Networking Meeting, Conference Call, and Online Community \$875 LIC Member (\$1,375 Non)
- Home Service Summit** – Virtual Meeting, Online Community \$285 LIC Member (\$485 Non)
- Human Resources** – Networking Meeting, Conference Call, Online Community \$550 LIC Member (\$1,050 Non)
- Investment & Capital Management** – Networking Meeting and Online Community \$875 LIC Member (\$1,375 Non)
- Operations & Technology Joint Meeting** – Networking Meeting, Online Community \$1,575 LIC Member (\$2,475 Non)
- Technology Meeting Only** or **Operations Meeting Only** \$875 LIC Member (\$1,375 Non)
- Financial & Tax Accounting** – Virtual Meeting, Online Community \$285 LIC Member (\$485 Non)
- Marketing & Distribution** – Virtual Meeting, Online Community \$285 LIC Member (\$485 Non)
- Supplemental Products** – Virtual Meeting, Online Community \$285 LIC Member (\$485 Non)

Standalone Committee Conference Calls

Each Conference Call:

- Laws & Legislation Spring** **Laws & Legislation Fall** **Project Management** \$85 LIC Member (\$165 Non)
- Other:** _____

Premier LIC Sponsorship for 2025 – Wait List in Effect

\$16,000 – Includes 2025 LIC Annual Conference Elite-Level Sponsorship benefits, option to participate as a sponsor at any other 2025 LIC Conferences and Committees, and a full page in the LIC Membership Directory. LIC Membership of one year required, acceptance subject to LIC Board approval. Contact lic@loma.org to inquire about availability.

My company agrees to pay the applicable sponsorship fee(s) selected above: TOTAL: _____

Signed: _____ Print Name: _____

Company: _____

What email address should the invoice go to? _____

Send completed form and a high-resolution company logo to lic@loma.org. LIC will invoice upon receipt.



LIC Sponsorship Benefits – 2025

Improving Performance Through Shared Excellence

Is your business targeted to small-to-midsize life insurance companies? Those that may have limited resources but may be more agile in working creatively with service providers to solve their business challenges.

The Life Insurers Council is the only nonprofit organization dedicated to helping small-to-midsize life carriers improve their business...we have an important mission and are proud of the value LIC brings to member companies. We ask that each and every member company consider sponsorship to help support LIC services and activities that continue all year round – improving performance through shared excellence. There is no better place for you to build strong relationships over time with a targeted group interested in your company’s products and services. Sponsorship opportunities include a wide variety of committee meetings, workshops/forums, and the LIC Annual Conference. LIC member companies receive discounted sponsorship rates.

Don't delay! Be a supporting participant in one of the most highly valued organizations in the industry. Opportunities are limited and on a first-come, first-served basis. To sign up, complete the attached LIC Sponsorship Commitment Form. Questions? Contact LIC at lic@loma.org.

LIC Annual Conference Sponsorship Benefits

The signature event of the Life Insurers Council draws approximately 100 senior-level life company executives interested in networking and sharing ideas to improve their business. Not only is sponsorship at the Annual Conference a demonstration of your company's strong support of this important and highly valued membership organization, it also provides maximum visibility with the full membership.

Benefit	LIC Member Company	Nonmember Company
Cost	Elite Level Conference & Banquet Sponsorship \$6,800 Contributing Level Conference Sponsorship \$3,800 <i>(Elite includes 2 registrations, Contributing includes 1)</i>	Elite Level Conference & Banquet Sponsorship \$7,800 Contributing Level Conference Sponsorship \$4,800 <i>(Elite includes 2 registrations, Contributing includes 1)</i>
Marketing exposure	<ul style="list-style-type: none"> * Logo in the conference program, logo with description on the meeting website * Attendee List 1-2 weeks in advance and single-use email opportunity (attendee opt-in required) * Ability to place brochures and/or logo items in the LIC Registration Area * Elite Only: Recognition as Banquet sponsors, including signage with logo at the Annual Member Banquet 	

LIC Workshop/Forum Sponsorship Benefits

These mid-sized meetings draw a more diverse and larger audience of 30-50 attendees and focus on product areas such as the Final Expense Workshop in June and Preneed Forum in November. These are great opportunities for companies to show a commitment to the industry and gain visibility among LIC’s life insurance companies. NEW – In addition to regular Conference Sponsorships, we invite you to consider underwriting the cost of a professional speaker at any of LIC’s conferences or other meetings; contact lic@loma.org if interested.

Benefit	LIC Member Company	Nonmember Company
Cost	\$2,200 (Includes 1 attendee registration)	\$3,200 (Includes 1 attendee registration)
Marketing exposure	<ul style="list-style-type: none"> * Logo in meeting agenda and in LIC’s post-event email to attendees * Attendee List 1-2 weeks in advance and single-use email opportunity (attendee opt-in required) * Ability to place brochures and/or logo items in the LIC Registration Area * Virtual Conference Sponsors will get a single-use email list after the meeting. 	

LIC Committee Sponsorship Benefits

Small groups of approximately 10–25 attendees with a focus on a specific functional area (e.g., marketing, technology, etc.) will each meet once or twice annually for education, information sharing, and networking dinners. LIC committees provide an unparalleled opportunity to listen to the issues and challenges faced by small-midsize life companies and to develop relationships with decision-makers in your target market. These meetings are only open to insurance company home office employees, plus sponsoring vendors/service providers and speakers.

Benefit	LIC Member Company	Nonmember Company
Cost	Varies based on event types and group size.	
Event access for sponsors	Ability to attend networking dinners and participate in meeting sessions – limit of one for in-person events.	
Marketing exposure	Attendee introduction to your value proposition via slide, handouts, and/or introductions session.	

Premier LIC Sponsorship Benefits

Premier Sponsorship is LIC’s elite level, demonstrating the highest commitment to serving the needs of LIC member companies. LIC Premier Sponsorships are limited and subject to LIC Board approval – at least one year of LIC Membership required. Contact lic@loma.org to inquire about availability.

Benefit	LIC Member Company	Nonmember Company
Cost	2025 Premier LIC Sponsorship \$16,000	Available to LIC Members of 1 or more years.
Includes All Events	<ul style="list-style-type: none"> * 2025 Elite Annual Conference and Banquet Sponsorship benefits, with 2 registrations * 2025 Final Expense Workshop and Preneed Forum Sponsorship, with 1 registration each (additional at a discount) * Option of sponsor recognition at any additional 2025 LIC Committees, with 1 registration (additional at a discount) * Full page in LIC Membership Directory 	