



Q4iINTELLIGENCE

SOLUTION PROVIDER PROGRAM

FRIENDOR GUIDE

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About Q4i and Our Friendor Program

Are you ready to become a Q4i Friendor and get the most out of what we have to offer?

Q4intelligence (or Q4i, for short) is a consulting firm working with insurance agencies in the areas of business evolution, sales, and marketing. We advise, train, and coach clients to reach their potential.

But that doesn't mean we work with agencies that are broken. Quite the opposite.

Agencies align with us because they are prepared to embrace new ideas, execute on new strategies, and rethink everything about how to evolve as a business. They do so for their own benefit, of course, but mostly they are driven by a desire to make the greatest impact possible on their clients' businesses.

Unlocking their potential, remaining relevant in today's changing environment, and meeting the increasingly complex needs of employers is a challenge. Our Growth Platform provides the framework to help agencies become their clients' most significant and influential advisors.

Part of the foundation of our Growth Platform is developing a network of solution providers to help them address the growing list of complex problems faced by today's employers. Whether it is related to value-based insurance design, ancillary services, new technology, a completely new solution, or a twist on an old idea, our agencies are looking for ideas and friends that challenge them.

This is where you come in.

Our goal is to create an environment that allows for symbiotic relationships between the agencies with whom we work and our Friendors.

No, that isn't a typo. We coined the term "Friendor" very intentionally. It conveys the spirit and mutual respect of the community we bring together. This will become very clear once you attend our next reunion (aka networking conference).

SPONSORSHIPS

We offer multiple levels of sponsorships to Q4i Friendors. Each level comes with increased access to our agency members through branding, exposure, and education. With each sponsorship level, you receive increased promotion at Q4Live as well as increased access to other Q4i events and programs throughout the year.

	PLATINUM	GOLD	SILVER	SPOTLIGHT
	Q4LIVE EXPOSURE			
Q4Live Attendance	2 attendees	2 attendees	1 attendee	1 attendee
Main Stage Intro	✓	✓	✓	✓
Friendor Happy Hour	✓	✓	✓	✓
Listing of Attendees	✓	✓	✓	✓
Logo in Materials	✓	✓	✓	✓
Video Intro	✓	✓	✓	✗
Q4Live Spotlight Sponsorship	Platinum Tier Spotlight	Gold Tier Spotlight	Silver Tier Spotlight	Options available
	YEAR-ROUND EXPOSURE			
Landing Page on Directory	✓	✓	✓	✗
Friendor Presentation	✓	✓	✓	✗
Ad Placement (year-round)	✓	✗	✗	✗
PAC Participation	2 attendees	✗	✗	✗
	\$15,300	\$10,150	\$7,650	\$5,100+

Q4Live Brand Exposure

In addition to our Friendor sponsorship options explained in this guide, we also offer Friendor Attendee-only tickets. The attendee-only is not considered a sponsor. However, you may purchase the Friendor Promo Package to receive promotional options during the conference that includes: Main stage intro, table at Friendor Happy Hour, logo on web and in materials, and list of attendees.

Attendance

Platinum and Gold sponsorships include two attendees. Silver and Spotlight sponsorships include one attendee. Friendors and agencies are all treated the same at Q4Live. No one is relegated to the kids' table or the hallway. Sit, dine, and network with agency participants for the entire conference. Leave with new friends.

Main Stage Intro

All sponsor levels introduce yourself from the main stage. This takes place on the first day, so all attendees get to know you right away. We coach you on what to say in your introduction to best position your message so it will sell you and your services. Immediately following is a Friendor Happy Hour to network with attendees.

Friendor Happy Hour

All sponsorship levels receive a cocktail table with a logo sign for our happy hour networking event on day one. Bring your friendly face and stories that sell. We'll provide the attendees and the cocktails for you to lean in for a chat.

Listing of Attendees

All sponsor levels get access to a list of all Q4Live attendees. This list includes contact information, provided two weeks before the event and again two weeks after with any updates.

Video Intro

Platinum, Gold, and Silver levels can submit an introduction video to be added to our Q4Live promo page and will also be added to your Friendor Directory page in our member site.

Q4Live Spotlight Sponsorship

All sponsors receive a targeted boost of attention during the conference with a featured promotion such as a meal, event, content, or materials.

Logo in Materials

All sponsor levels receive their company logo printed in materials provided to attendees.

Spotlight Sponsorships

All sponsorships come with a Spotlight, or featured promotion, during the event. Limited options available.

SPOTLIGHT	# AVAILABLE	FEE	LEVEL	
Dinner	1	\$15,300	Platinum	
Speaker	1	\$15,300	Platinum	
Cocktail Hour	1	\$10,150	Gold	
Lunch	1	\$10,150	Gold	
Presentation Content	4	\$7,650	Silver	
Friendor Happy Hour	1	\$6,620	Spotlight only	
Breakfast	2	\$6,620	Spotlight only	
Networking Break	4	\$5,100	Spotlight only	
Ad in Materials	4	\$5,100	Spotlight only	
Swag Bag*	4+	\$1,250+	Open for buy-up	

*Swag sponsorships are buy-up options that can be added to any sponsorship or attendee-only ticket.

Year-Round Brand Exposure

Friendor Directory

Platinum, Gold, and Silver levels receive a landing page on the Q4i member website in our Provider Directory and can submit a video and pre-filled solution worksheet for us to host on your behalf. The solution worksheets provide your crafted language for agencies to use in sales conversations.

Ad placement

Platinum level receives ad placement in Q4i member communications and on our Crushing Mediocrity industry blog during the course of your sponsorship year. Work with our Creative Team for ad design and/or approval.

Friendor Presentation

Virtual presentation to Q4i members. Platinum and Gold levels present in one 30-minute session per sponsorship year. Silver level presents in one 15-minute session per sponsorship year.



Peer Accountability & Coaching

ATTEND SALES TRAINING WITH AGENCY PEERS OR GIFT TRAINING TO A CLIENT.

PAC participation

Platinum level may invite two people to one PAC session during your sponsorship year. Select your participants from your company or a client agency. All sponsorship levels may purchase (additional) seats at a discounted rate.

Friendor-sponsored PAC (buy-up option)

Want to host your own PAC? Any sponsorship level can host its own learning group with up to ten attendees.