



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 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 optimize exposure and produce the right marketing support for the unique needs of all campaigns.



Platinum
\$100,000



Gold
\$50,000



Silver
\$25,000

Recognition in Newsletter

Company highlight opportunity in IRI’s membership and/or financial advisor targeted newsletters with exposure to IRI’s membership audience of over 30K industry professionals and 150K financial advisors. *Submission format includes ad, content inclusion, or highlight.*



Financial Advisor Email

Take advantage of IRI’s robust financial advisor following and send dedicated email blasts to 150,000+ financial advisors. *Content subject to IRI approval.*

- Three (3) Emails
- Two (2) Emails
- One (1) Email

IRI Insight Content/Ad

The IRI Insight is published every month and is distributed to 150,000 financial professionals and IRI membership. *Content subject to IRI approval.*

- Banner ad or content inclusion unlimited
- Banner ad or content inclusion in six (6) issues
- Banner ad or content inclusion in three (3) issues

Sponsored Social Media Campaign

Tap into IRI’s social media network. A social media campaign will consist of two tweets from IRI’s Twitter account and one LinkedIn post from IRI’s LinkedIn account over the course of one week. *Content subject to IRI approval.*

- Three (3) Campaigns
- Two (2) Campaigns
- One (1) Campaign



Platinum
\$100,000



Gold
\$50,000



Silver
\$25,000

IRI Fact Book

The IRI Fact Book is the association's most popular resource. It is widely distributed across Capitol Hill, to regulators at the federal and state levels, academics, and the media. *Printing of the annual Fact Book takes place in April/May of the calendar year; PAP members who join after the current year's print date will not be included. Partners will receive logo recognition in the publication.*



Webinars

Exclusive sponsored webinar logistically managed, promoted and administratively handled by IRI. Target audience to be determined by PAP member but to include entire IRI audience.

Content subject to IRI approval.

- Three (3) per year
- Two (2) per year
- One (1) per year

Collaborative Research Partnerships

PAP member-defined and member-funded research, designed in partnership with IRI. Surveys, co-branded report(s), infographics, fact sheets, produced, and published by IRI in coordination with PAP member, reaching 150k+ financial advisors and industry professionals. *Content subject to IRI approval. Project timing based on resource availability. PAP members will receive the following credit to apply to the project expense.*

- \$25,000 credit
- \$12,000 credit
- \$6,000 credit

Speaking Opportunities

Priority consideration for speaking opportunities for senior management at IRI events.

- First choice of speaking opportunities
- Second choice of speaking opportunities
- Third choice of speaking opportunities

Recognition at all IRI conferences

Premiere Alliance Partnership recognition during conference general session and in rotating slide deck. *Partners will receive logo recognition during conference.*



Complimentary Conference Registrations

Complimentary registrations for IRI's highly-attended conferences.

- Three (3) registrations per year
- Two (2) registrations per year
- One (1) registration per year

Long View Leadership Spotlight

Created to celebrate exemplary leadership within the insured retirement industry, *The Long View*, spotlights individuals who have proven adept at seeing change on the horizon and adapting accordingly. Through one-on-one interviews, IRI will highlight the leader's career, successes, lessons learned, and proudest moments. All interviews are distributed to full membership and our financial advisor following. Available in written or webcast format. *Platinum and Gold PAP members have first priority consideration for a spotlight interview.*

