



Dear Potential Sponsor,

Annually, NAIFA-Los Angeles recognizes the top performers in the insurance and financial services industry. For 71 years, this has been a tradition of NAIFA-Los Angeles. As we plan the 72nd event that is occurring on Thursday April 24, 2025 at Knollwood Country Club in Granada Hills, we invite you to partner with us by becoming a sponsor of this exciting celebration. Below are the sponsorship categories:

EXECUTIVE CATEGORY-\$1,200

- Live 5 minute idea presentation
- Recorded Video Commercial on Screen
- 4 tickets (lunch, golf, or combination)
- Vendor Booth
- Flyer & Program Listing

GOLD CATEGORY-\$700

- 2 tickets (lunch or golf)
- Vendor Booth
- Flyer & Program Listing

PLATINUM CATEGORY-\$1000

- Recorded Video Commercial on Screen
- 2 tickets (lunch or golf)
- Vendor Booth
- Flyer & Program listing

SILVER CATEGORY-\$300

- 1 ticket (lunch or golf)
- Flyer & Program Listing

BRONZE CATEGORY-\$250

- Flyer/Program Listing

The Pathway to Excellence event, which includes the Will G. Farrell Public Service Award as well as many others, is a superb way to meet successful agents and advisors to educate on your services and products.

We hope you will join as a sponsor partner. To register as a sponsor, please go to the link:

www.naifala.org/pathway2025

Any questions, please contact NAIFA-Los Angeles at: 213-500-4946 or janet@naifala.org.

Thank you.

John Hansbrough
2025 NAIFA-Los Angeles President