



September 2018

Special Edition - Insurance Society of Philadelphia Independence Gala

# LUMBERMEMO



PENNSYLVANIA LUMBERMENS MUTUAL INSURANCE COMPANY



One of the oldest non-profit insurance associations in the country, the Insurance Society of Philadelphia (ISOP) will honor Pennsylvania Lumbermens Mutual Company CEO John K. Smith with the Distinguished Leadership Award Nov.14, 2018 at its annual Independence Gala.

The event is designed to celebrate the insurance industry and provide an opportunity to give back to the community

and the profession. Funds raised by the Independence Gala support ISOP and a scholarship fund for local college students. The event regularly draws leaders from the insurance industry in the Philadelphia area and beyond.

One of the main events at the Gala is the presentation of the Distinguished Leadership Award. The award is given to an insurance executive who continually demonstrates exemplary leadership, promotes the insurance industry, and contributes to his or her community. To be recognized by an organization that has served both Philadelphia and the risk and insurance community for well over a century is a great accomplishment. Please join us in congratulating John and celebrating PLM's commitment to insurance education and philanthropy.



Insurance Society of Philadelphia  
CONNECTING. EDUCATING. SERVING.

## MUCH LIKE PLM, ISOP IS AN ORGANIZATION STEEPED IN HISTORY

A leading association within the insurance industry, the Insurance Society of Philadelphia (ISOP) has been dedicated to serving insurance professionals for 117 years. ISOP was founded in 1901 to provide a common ground for risk and insurance professionals to share the latest industry developments, network and join together to support its communities. (Just a few years earlier, in 1895, the Pennsylvania Lumbermens Mutual Fire Insurance Company was founded—today, we're known as Pennsylvania Lumbermens Mutual).

ISOP was founded as the Fire Insurance Society of Philadelphia. The organization was designed to support fire insurance companies and community members. In 1909, it expanded to other insurance specialties. By 1925, it had rebranded to the Insurance Society of Philadelphia. For 117 years, ISOP has played a pivotal role in the risk and insurance community in the Delaware Valley.

Today, ISOP serves the community in a number of ways. It provides career development resources in the form of a symposium series and workshop opportunities. ISOP also hosts networking opportunities where members can meet and learn from their fellow experts.

ISOP is also dedicated to serving the next generation of insurance professionals, which it does through its NextGen group. NextGen provides resources including, education, professional development, mentorships, networking and community and volunteer opportunities. Additionally, ISOP provides a scholarship program where the organization has awarded more than \$300,000 to students since the program's creation in 2001.

ISOP has become known for its ongoing work with the Philadelphia Fire Department and the Philadelphia Fire Department Foundation. It has partnered with the Insurance Industry Charitable Foundation (IICF) and several universities, including Drexel University, Lasalle University and Saint Joseph's University, to support risk management education. To learn more about ISOP please visit [www.insurancesociety.org](http://www.insurancesociety.org).

From our similar commitments to charitable engagements, fire safety, and more ISOP and PLM share a philosophy and a history. We're grateful for the opportunity to support ISOP, particularly their fire prevention efforts and scholarships.

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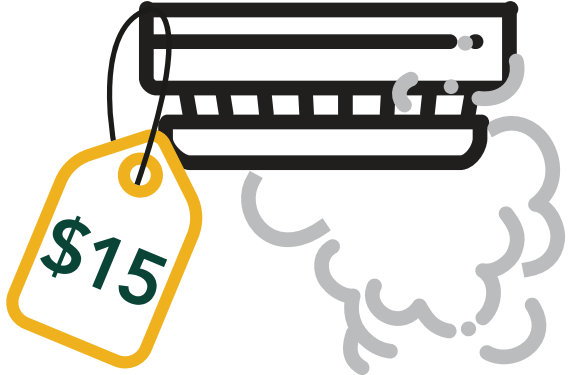


# HOW YOU CAN SHOW YOUR SUPPORT FUNDRAISING FOR SMOKE DETECTORS AHEAD OF GALA

The Independence Gala hosted by ISOP is not only an opportunity for industry experts to congregate and network, but also a key charity event. Every year, ISOP partners with the Philadelphia Fire Department Foundation, a non-profit dedicated to preventing fires and promoting safety. The Foundation regularly supplies 10-year lithium battery smoke detectors to Philadelphia homes in need. As part of the partnership, ISOP raises funds for the detectors through a text-to-pledge campaign during the Independence Gala. The fundraiser supports the Foundation’s continuing endeavors to keep the Philadelphia community fire safe.

ISOP started this fundraising effort in 2012, when former Philadelphia Mayor Michael Nutter requested help in reducing the city’s fire risk. They held their first fundraiser at that year’s Independence Gala, and since then, have held one every year at the event. In addition, ISOP members go door-to-door with the Fire Department to help install the detectors annually in October during the Insurance Industry Charitable Foundation’s Annual Week of Giving. Since the program’s inception, ISOP has raised more than \$250,000.

At this year’s Independence Gala, ISOP will again be hosting their text-to-pledge fundraiser. To help support the Philadelphia Fire Department Foundation, as well as the Philadelphia community, we are asking our associates, customers and brokers to consider pledging to donate before the event. Pledges will be collected on our site, [www.plmins.com/gala](http://www.plmins.com/gala). The total pledges of PLM supporters will be presented at the Gala. Please join us in our ambitious goal to exceed last year’s total pledge of a little over \$45,000.00 towards fire prevention in the Philadelphia area.



**WATCH OUR SMOKE!**  
**\$45,000 in donations = approx.  
3,000 smoke detectors.**

Funds Raised during 2017 ISOP Independence Gala Fundraiser to benefit the Philadelphia Fire Department Foundation

# YOUR PLEDGES BUILD SAFE COMMUNITIES

A pledge of **\$3000** outfits an entire city block with smoke detectors

**\$60**

A pledge of \$60 outfits an entire 3-story home with smoke detectors

## INDEPENDENCE GALA PRESENTS

### UNIQUE ADVERTISING & SPONSORSHIP OPPORTUNITIES

The Insurance Society of Philadelphia's Independence Gala offers several opportunities for businesses to sponsor the event while getting their name in front of a valuable audience. The proceeds from the advertisement and sponsorship purchases will benefit the Insurance Society's Scholarship Fund.

SPONSOR LEVEL	SPONSOR BENEFITS				COST
<b>Text-to-Pledge Sponsor</b>	On-Screen Listing at the Gala	Program Announcements Listing	Gala Program Listing		\$4,000
<b>Table Gift Sponsor</b> (In addition to the Previous Sponsor Levels' Benefits)	Gift at Table (sponsor provides)	Independence Gala website listing	Special acknowledgement during the gala	Gala Advertising Journal Listing	\$5,000
<b>Silver Sponsor</b> (In addition to the Previous Sponsor Levels' Benefits)	One (1) Upper-Level Seating Table of 10	Ten (10) tickets to attend the Gala reception			\$5,500
<b>Gold Sponsor</b> (In addition to the Previous Sponsor Levels' Benefits)	One (1) Guaranteed Floor Seating Table of 10	Two (2) tickets to attend the VIP Gala reception	Eight (8) tickets to attend the Gala reception	Additional Tables Where Available at a Discounted Rate – \$4500/each (General Gala Reception Included) (Max. 2 Add'l Tables)	\$7,500
<b>Platinum Sponsor</b> (In addition to the Previous Sponsor Levels' Benefits)	Guaranteed seating packages and 10 tickets to the VIP Gala reception	Gala Advertising Journal ½ Page Ad	Logo on all Gala signage		\$9,500
<b>Diamond Sponsor</b> (In addition to the Previous Sponsor Levels' Benefits)	Gala Advertising Journal Full Page Ad	Clickable logo on emails			\$10,000

*Seating is limited at the Independence Gala*

Advertising options in the Gala Program are also available to congratulate John Smith as he receives the 2018 Independence Gala Distinguished Leadership Award. You can show your support of John and PLM, as well as the Insurance Society, by submitting an advertisement in the printed Gala Program while placing your name and message before some of the region's most influential industry leaders.

**Printed Program Premium Advertisements:**

Inside Front Cover – B/W: \$1500  
Outside Back Cover – Color: \$1500

**Printed Program Advertisements:**

Full Page Ad – B/W: \$750  
1/2 Page Ad – B/W: \$500

The benefits of sponsorship and advertising are not only a boost in brand exposure and awareness, but also the association of a brand with social responsibility. Most importantly, sponsorship allows you to support the Scholarship Program and the Philadelphia Fire Department Foundation. For full details on sponsorships and advertising, please visit <http://independencegala.com/>.



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PENNSYLVANIA LUMBERMENS MUTUAL INSURANCE COMPANY

# SPECIAL EDITION NEWSLETTER

## INSURANCE SOCIETY OF PHILADELPHIA

Annual Independence Gala at the Kimmel Center, November 14, 2018

Presentation of the Distinguished Leadership Award to John Smith, CEO of Pennsylvania Lumbermens Mutual Insurance Company & Annual Fundraiser to Benefit the Philadelphia Fire Department Foundation.



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