



4 Week Exercise Challenge to Step Up for Charity Individual & Team Competitions! April 20–May 17, 2026

Register at: <https://stepup.iicf.org>



**Insurance Industry
Charitable Foundation**
Helping communities and
enriching lives, together.

Step Up Global Champion Sponsorship – \$12,500

- Up to 10 teams of (10) or 100 individual registrants
- Logo recognition on marketing communications, event registration page, IICF social media as well as within the Step Up software on the sponsors page and header
- Ability to send 4 customized in-app messages, once weekly, to all participants through the Step Up software
- Option to designate one leader from your organization to be represented on our Step Up social media card and posted on IICF social media platforms
- Company inclusion related to Step Up press releases and potential thought leadership opportunities
- Ability to choose a theme to be promoted during selected week for sponsor challenge
- Company logo included on Step Up Challenge website

Presenting Sponsor – \$10,000

- Up to 8 teams of (10) or 80 individual registrants
- Logo recognition on marketing communications, event registration page, IICF social media as well as within the Step Up software on the sponsors page and header
- Ability to send 4 customized in-app messages, once weekly, to all participants through the Step Up software
- Option to designate one leader from your organization to be represented on our Step Up social media card and posted on IICF social media platforms
- Company inclusion related to Step Up press releases and potential thought leadership opportunities
- Ability to choose a theme to be promoted during selected week for sponsor challenge
- Company logo included on Step Up Challenge website

Challenge Sponsor – \$5,000

- Up to 5 teams of (10) or 50 individual registrants
- Logo recognition on marketing communications, event registration page, IICF social media as well as within the Step Up software
- Company messaging promoted to all registrants during sponsored week of challenge through in-app messages
- Option to designate one leader from your organization to be represented on our Step Up social media card and posted on IICF social media platforms
- Company inclusion related to Step Up press releases
- Company logo included on Step Up Challenge website

Step Up Sponsor – \$3,000

- Up to 3 teams of (10) or 30 individual registrants
- Logo recognition on select marketing communications, event registration pages as well as within the Step Up software
- Company logo included on Step Up Challenge website

IICF Supporter – \$1,500

- Up to 2 teams of 10 or 20 individual registrants
- Logo recognition on the event page as well as within the Step Up software
- Company logo included on Step Up Challenge website

Sponsor Information

Contact Name: _____

Company Name: _____

Phone: _____

Email: _____

Recognition Should Appear As: _____

Sponsor Level: _____

I cannot participate, but would like to donate: _____

☐ Invoice Me

☐ Charge my CC

☐ Check Attached

Credit Card Number: _____

Expiration Date: _____

CVV: _____

Name on Card: _____

Billing Address: _____

Billing Zip Code: _____

Signature: _____

Please email completed sponsor forms to:

Bree Crites at brcrites@iicf.org

If payment is made by check, please send to:

Insurance Industry Charitable Foundation (IICF)

Attn: Alexis Ziering

2121 Avenue of the Stars, Suite 800

Los Angeles, CA 90067

For more information on the challenge, please visit our event website:

<https://stepup.iicf.org/sponsor-opportunities>