

2025 GAMA GLOBAL LEADERSHIP AWARDS

APPLICATION DEADLINES

FEBRUARY 28, 2026

Deadline to be recognized at GAMA Day chapter events and LAMP events.

SEPTEMBER 1, 2026

Deadline to be recognized in the November/December digital edition of the GAMA Global Journal.

*Recognizing Production of 2025

YOU COMPETE EVERY DAY

Be recognized for it.

GAMA Global’s prestigious Leadership Awards recognize excellence in traditional and contemporary field management throughout the financial services, insurance, and investment industry.

RECOGNITION & VISIBILITY

Showcase your production status through the use of the Leadership Award seal to gain market visibility. You will also appear in the November/ December GAMA International Journal.

BOOST GLOBAL CREDIBILITY

Winning a GAMA International Leadership Award positions you with the best in the industry, which will build your team’s internal credibility as well as your personal brand.

CAREER BENEFITS

Winning awards should not only help your personal brand but can also potentially lead to salary increases, promotions, and external speaking opportunities.

INCREASE YOUR PLANNING

Winning an award requires a plan, and that plan can be a driver to increase other formal planning efforts that allow you to identify problems, needs, and opportunities.

AWARDS CRITERIA

Computation of total commissions or total premiums is from January 1, 2025, to December 31, 2025.

Use only new first-year commissions/ premiums when computing. Life insurance commissions/premiums must be at least 50% of total commissions/premiums for the Ordinary/ Traditional. Please report all data, including commissions/premiums and total commissions/premiums.

Commissions/premiums should be expressed in either U.S. Dollars (USD) or International Conversion Equivalent (ICE).

HOW TO CALCULATE ICE COMMISSION/PREMIUM

The International Conversion Equivalent (ICE) is calculated by dividing commissions/ premiums by a country’s conversion factor. Use below to calculate. Country conversion factors can be found on page 3.

Award	Min Qualifying Commissions (USD/ICE)	Min Qualifying Premiums (USD/ICE)	Award Fee (USD)
Frontline Leader Award	Bronze	\$140,000	\$100
	Silver	\$280,000	
	Gold	\$560,000	
	Platinum	\$1,000,000	
	Diamond	\$1,500,000	
International Management Award	Bronze	\$300,000	\$150
	Silver	\$600,000	
	Gold	\$1,200,000	
	Platinum	\$1,800,000	
	Diamond	\$2,500,000	
	Titanium	\$4,000,000	
Master Agency Award & Master Firm Award	\$7,800,000	\$15,600,000	\$300
Master Multiline Award	Criteria on page 6		\$300
Excellence Recruitment Award	Criteria on page 6		\$75

	/	=	
Total Commissions	Country Conversion Factor		USD/ICE Commissions
	/	=	
Total Premiums	Country Conversion Factor		USD/ICE Premiums

ELIGIBLE PRODUCTION CREDIT TABLE

This reference guide contains formulas that will help determine your total eligible commissions or premiums. To determine what production credits are eligible to be included toward your GAMA Leadership Award, please refer to the table below.

Unlimited Credit	Commission/Fee Credit	Premium Credit
Accidental Death and Dismemberment (Individual)	100% of First Year Commission	100% of First Year Premium
Critical Illness (Individual)	100% of First Year Commission	100% of First Year Premium
Disability Income Contracts (Individual)	100% of First Year Commission	100% of First Year Premium
Life (Individual)		
Up to Annual Premium/Target Premium	100% of First Year Commission	100% of First Year Premium
Deposits in Excess of Annual/Target Premium/Top Up	100% of Commission Paid	6% of Excess Premium
Single Premium (Whole Life and Investment)	100% of First Year Commission	6% of First Year Premium
Short-Term Endowment Rider (Max. 15 years)	100% of First Year Commission	6% of First Year Premium
Long-Term Care (Individual)	100% of First Year Commission	100% of First Year Premium
Accidental Death and Dismemberment (Group)	100% of First Year Commission	10% of First Year Premium
Critical Illness (Group)	100% of First Year Commission	10% of First Year Premium
Disability Income Contracts (Group)	100% of First Year Commission	10% of First Year Premium
Life (Group)	100% of First Year Commission	10% of First Year Premium
Long-Term Care (Group)	100% of First Year Commission	10% of First Year Premium
Annuities (Individual/Group)	100% of All Commission	6% of New Money Invested
Single Premium/Short-Term Endowment (Max. 15 Years)	100% of First Year Commission	6% of First Year Premium
Limited Credit		
Health Care (Individual)	100% of First Year Commission	100% of First Year Premium
Health Care (Group)	100% of First Year Commission	10% of First Year Premium
Mutual Funds	100% of All Commission	6% of New Money Invested
Securities	100% of Commission on New Money Invested	6% of New Money Invested
Wrap Accounts/Asset Management Accounts	100% of All Commission	6% of New Money Invested
Financial Planning Fees/Fees for Advise	100% of the Net Fee	100% of the Gross Fee

INTERNATIONAL CONVERSION EQUIVALENT

If you are from the Hong Kong SAR and your total 2025 commissions are 10,647,000 Hong Kong SAR HKD, convert to USD by taking 10,647,000 and dividing by 4.6500 for 2,289,677.42 USD. With a USD/ICE commission of 2,500,000 you qualify for the IMA Diamond Award. With a USD/ICE premium of 3,600,000 you qualify for the IMA Platinum Award.

ICE Commission & Premium Conversion Factors					
Antigua	C/P = 1.8195	Ecuador	C/P = 0.4724	Peru	C/P = 1.7252
Argentina	C/P = 5.2298	Greece	C/P = 0.5149	Philippines	C/P = 18.8160
Bahamas	C/P = 0.8965	Grenada	C/P = 1.6367	Republic of Korea	C/P = 812.6839
Barbados	C/P = 1.6379	Hong Kong SAR	C/P = 4.6500	Singapore	C/P = 0.8321
Belize	C/P = 1.0563	India	C/P = 13.0183	Sri Lanka	C/P = 39.7551
Bermuda	C/P = 1.2045	Indonesia	C/P = 4,285.1919	St. Kitts and Nevis	C/P = 1.8011
Brunei	C/P = 0.5482	Iran	C/P = 742,000.0000	St. Lucia	C/P = 1.6655
Cambodia	C/P = 1,130.3471	Ireland	C/P = 0.7482	St. Maarten	C/P = 1.0390
Canada	C/P = 1.1712	Jamaica	C/P = 53.5765	St. Vincent	C/P = 1.4091
Cayman Islands	C/P = 0.9126	Macau	C/P = 4.7632	Taiwan R.O.C.	C/P = 15.9724
Colombia	C/P = 1,184.5678	Malaysia	C/P = 1.4827	Thailand	C/P = 11.1712
Costa Rica	C/P = 327.8344	Mexico	C/P = 9.7609	Trinidad & Tobago	C/P = 3.9586
Curacao	C/P = 0.9954	P.R. China	C/P = 3.2482	United Arab Emirates	C/P = 2.3137
Cyprus	C/P = 0.5540	Pakistan	C/P = 26.4114	United States	C/P = 1.0000
Dominica	C/P = 1.5298	Panama	C/P = 0.4839	Vietnam	C/P = 5,365.5436



FRONTLINE LEADER AWARD (FLA)

Applicants must meet all general requirements.

- Must be sales/unit managers (frontline or second-line).
- Only individual FYC paid to the applicant and his/her direct reports will be counted.
- Must personally supervise full-time career agents under direct team/supervision as of December 31, 2025.
- Application fee: USD 100.

ORDINARY/TRADITIONAL & FINANCIAL PLANNING/SECURITIES-BASED

Compute total commissions or total premiums from January 1, 2025 to December 31, 2025, based on the following.

2025 Life Insurance Commissions/Premiums (Individual & Group) (USD/ICE) (Must be at least 50% of total commissions/premiums)						
2025 All Other Commissions/Premiums (USD/ICE)						
2025 P&C Commissions/Premiums (USD/ICE)						
2025 Gross P&C Commissions/Premiums	-	2024 Gross P&C Commissions/Premiums	=	Growth	x	50% =
Total Commissions/Premiums (USD/ICE)						

MULTILINE

Complete the matrix below, based on production of each agent/representative from January 1, 2025 to December 31, 2025. Benchmark 1 measures average life premium sold. You may enter figures for either Benchmark 2A (new products sold) or Benchmark 2B (renewal product percentages).

Your award level will be determined by the highest benchmark met. For example, if you meet the qualifications for Silver for average life premium and Bronze for number of multiline units sold (non-life), you will qualify for the Silver level.

Award Tier		Bronze	Silver	Gold	Platinum	Diamond
Benchmark 1: Average life premium issued per agent	Minimum	\$6,000 USD/ICE	\$8,000 USD/ICE	\$10,000 USD/ICE	\$12,000 USD/ICE	\$15,000 USD/ICE
	Your Average					
Benchmark 2A: Number of new multiline units sold (nonlife)	Minimum	175	200	225	250	275
	Your Average					
Benchmark 2B: P&C renewal retention ratiion (nonlife)	Minimum	70%	73%	75%	80%	85%
	Your Average					

INTERNATIONAL MANAGEMENT AWARD (IMA)

- Applicants must meet all general requirements.
- Must be agency heads (first-line manager) or sales/unit managers (frontline or second-line)
- Only FYC paid to the applicant and his/her direct and indirect reports will be counted.
- Must personally supervise full-time career agents under direct team/supervision as of December 31, 2025.
- Application fee: USD 150.

ORDINARY/TRADITIONAL & FINANCIAL PLANNING/SECURITIES-BASED

Compute total commissions or total premiums from January 1, 2025 to December 31, 2025, based on the following.

2025 Life Insurance Commissions/Premiums (Individual & Group) (USD/ICE) (Must be at least 50% of total commissions/premiums)							
2025 All Other Commissions/Premiums (USD/ICE)							
2025 P&C Commissions/Premiums (USD/ICE)							
2025 Gross P&C Commissions/Premiums	-	2024 Gross P&C Commissions/Premiums	=	Growth	x	50%	=
Total Commissions/Premiums (USD/ICE)							

MULTILINE

Complete the matrix below, based on production of each agent/representative from January 1, 2025 to December 31, 2025. Benchmark 1 measures average life premium sold. You may enter figures for either Benchmark 2A (new products sold) or Benchmark 2B (renewal product percentages).

Your award level will be determined by the highest benchmark met. For example, if you meet the qualifications for Silver for average life premium and Bronze for number of multiline units sold (non-life), you will qualify for the Silver level.

Award Tier		Bronze	Silver	Gold	Platinum	Diamond	Titanium	
Benchmark 1: Average life premium issued per agent	Minimum	\$8,000 USD/ICE	\$11,000 USD/ICE	\$14,000 USD/ICE	\$17,000 USD/ICE	\$20,000 USD/ICE	\$23,000 USD/ICE	
	Your Average							
Choose either of these benchmarks	Benchmark 2A: Number of new multiline units sold (nonlife)	Minimum	200	225	250	275	300	325
	Your Average							
Choose either of these benchmarks	Benchmark 2B: P&C renewal retention ration (nonlife)	Minimum	70%	73%	75%	80%	85%	85%
	Your Average							

MASTER AGENCY AWARD (MAA) & MASTER FIRM AWARD (MFA)

Applicants must meet all general requirements.

- Must be agency heads (first-line manager).
- Only applications from a main or central office representing an entire agency/firm will qualify.
- FYC paid to the direct or indirect agents supervised by the applicant will be counted.
- Application fee: USD 300.

Compute total commissions or total premiums from January 1, 2025 to December 31, 2025, based on the following formula

2025 Life Insurance Commissions/Premiums (Individual & Group) (USD/ICE) (Must be at least 50% of total commissions/premiums)						
2025 All Other Commissions/Premiums (USD/ICE)						
2025 P&C Commissions/Premiums (USD/ICE)						
2025 Gross P&C Commissions/Premiums	-	2024 Gross P&C Commissions/Premiums	=	Growth	x	50% =
Total Commissions/Premiums (USD/ICE)						

MASTER MULTILINE AWARD

Minimum qualifying criteria for Master Multiline Award is \$300,000 Gross Life and Annuity premiums and \$10,000,000 Gross P&C premiums. If your company measures GDC instead of FYC, divide your figures in half to get FYC.

2025 Gross Life Premium (USD/ICE)	
2025 Gross Annuity Premium (USD/ICE)	
2025 Gross P&C Premium (USD/ICE)	

EXCELLENCE RECRUITMENT AWARD (ERA)

Award levels based on your recruiting performance from January 1, 2025 to December 31, 2025.

- Application fee: USD 75.

Award Tier		Bronze	Silver	Gold	Platinum	Diamond
Ordinary/Traditional & Financial Planning/ Securities-Based	Minimum	6 Newly-Licensed Agents	12 Newly-Licensed Agents	18 Newly-Licensed Agents	24 Newly-Licensed Agents	30 Newly-Licensed Agents
	Actual					
Multiline	Minimum	1 New Hire	2 New Hires	3 New Hires	4 New Hires	5 New Hires
	Actual					



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