



The Insurance Library

Research • Education • Engagement

www.insurancelibrary.org



Insurance Library Webinar Sponsorship

DEVELOP TALENT. REWARD PRODUCERS. PROMOTE YOUR BRAND.

BENEFITS OF WEBINAR SPONSORSHIP

Webinars produced by The Insurance Library are an industry-leading resource on subjects vital to those in the insurance, risk management, and legal communities, including producers in need of continuing education credits to maintain licenses.

Webinar sponsorships are an excellent opportunity for insurers, brokers, risk managers, and law firms who are Library members to provide cost-effective, high-quality educational programs to their employees, producers, and others while promoting their brand as industry leaders.

Sponsors use their allocation of seats for The Insurance Library's webinars to:

- develop employee talent and **train the next bench**,
- show **appreciation for producers** by giving them cost-free opportunities to obtain continuing education credits in the six New England states, and
- serve as a **marketing opportunity** to promote their brand through prominent placement of their company names and logos throughout The Library's promotional and registration processes and during each live webinar.

Please contact us for additional information as to how your company can become an Insurance Library webinar sponsor.

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DEVELOP EMPLOYEE TALENT & TRAIN THE NEXT BENCH

- Webinars provide expert information on trending topics and complex coverage issues
- We currently offer twelve webinars per year covering a variety of personal and commercial lines topics
- Webinars are live and attendees interact with the instructor in real time
- We annually survey sponsors to see which topics they prefer

“The Andover Companies is proud to be part of The Insurance Library’s webinar sponsorship program that enables our employees and independent agency partners to earn CE credits and learn more about emerging trends and risks to help deepen their insurance expertise.”

Charles J. DiGrande, CPCU, ARe, AIM
President and CEO
The Andover Companies

REWARD PRODUCERS WITH CONTINUING EDUCATION

- The Insurance Library's webinars are approved for producer continuing education credit in each of the six New England states
- Sponsors can provide seats to brokers and agents as a no-cost way to earn producer continuing education credits
- The Library handles all aspects of webinar registrations, reporting to the NAIC or state insurance regulators, and issuing CE certificates to attendees upon completion of a webinar

"Being a webinar sponsor has been a major win for the Cross Insurance team. We did not anticipate what exceptional engagement we would receive internally, and used all of the licenses. The topics were enriching, timely, and pertinent. We are proud to offer this continuing education opportunity to our employees to better serve our clients."

Elizabeth Libby, VP of Marketing
Cross Insurance

PROMOTE YOUR BRAND

- The Library promotes its webinars to thousands of individuals directly and through social media
- Our promotional communications and registration page provide multiple touchpoints where we prominently feature webinar sponsors
 - Each email promoting a webinar features each sponsor's name, logo, and link to the sponsor's website
 - We create shareable LinkedIn posts in which we tag sponsors
 - Webinars and sponsors are promoted during each of the Library's monthly online Lunch & Learn programs
- Each sponsor's name and logo are featured on the opening and closing slides that bookend each webinar
- We announce the names of and thank the sponsors at the beginning and end of each webinar

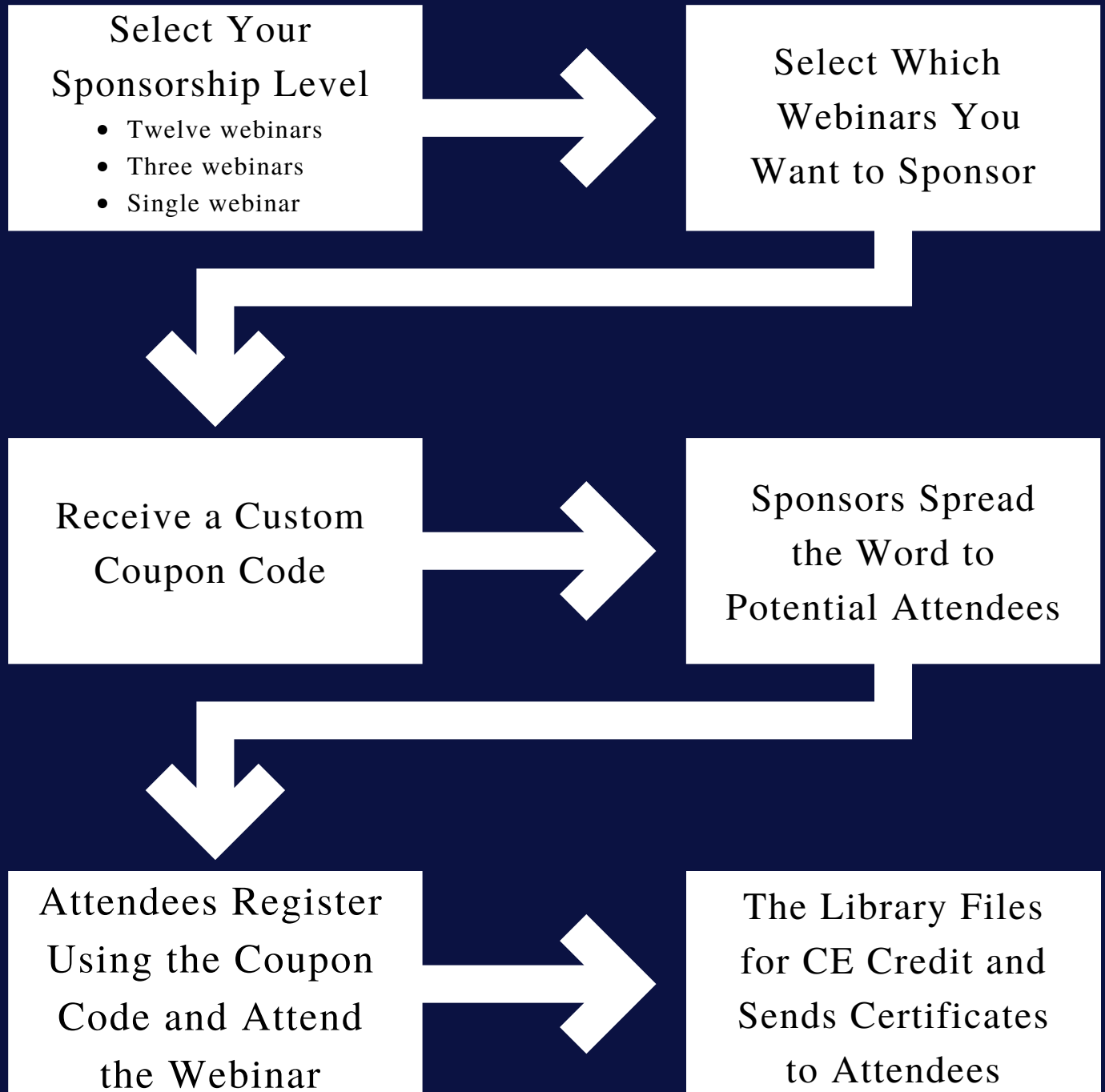
"Our agents love the webinars and we love the branding. A great value all around!"

Shaun Farley, VP of Marketing
Vermont Mutual Insurance Group

SPONSORSHIP OPTIONS & PRICING

- The Library offers three levels of sponsorship, plus a custom option, to Library members
- Each level reflects a substantial discount from the standard per attendee webinar pricing, which is \$75 for non-members and \$50 for members
- We are currently offering the following sponsorship options:
 - Single Webinar
 - 50 registrations for a single webinar of the sponsor's choice
 - \$1,650 (\$33 per seat)
 - Three Webinars
 - 150 registrations split among three selected webinars of the sponsor's choice
 - \$4,125 (\$27.50 per seat)
 - Annual Sponsorship (twelve webinars)
 - 250 registrations split among all twelve webinars
 - \$5,500 (\$22 per seat)
 - Custom options are available for Library members who would like to purchase more than 250 registrations

HOW WEBINAR SPONSORSHIP WORKS



2023 WEBINARS

January 19, 2023 - Risk Management for the Personal Lines Account

February 16, 2023 - Directors & Officers Liability Insurance - A Guide to Coverage

March 23, 2023 - E&O: The New Challenges Technology Brings

April 20, 2023 - Identifying and Preventing Fraud - An Overview

May 18, 2023 - Condominiums, Co-ops & Townhouses - Insurance Issues & Solutions

June 15, 2023 - Working with the Home-Based Business Owner

July 20, 2023 - Cyber: The Coverage Every Business Needs

August 18, 2023 - Just Having Fun: Specialty Coverages

September 14, 2023 - Doing the Right Thing - Ethics and the Insurance Producer

October 19, 2023 - Business Interruption Insurance: What's Covered, What's Not?

November 16, 2023 - Insurance and Personal Trusts

December 14, 2023 - Employment Practices Liability Coverage - No Employer Should be Without It

Sample Webinar Email



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Directors & Officers Liability Insurance - A Guide to Coverage

Thank you to The Andover Companies, Cross Insurance, HUB International New England, Safety Insurance, and Vermont Mutual Insurance Group for sponsoring this webinar.

This webinar provides the insurance professional with an overview of liability issues including professional liability, D&O liability, and management liability for clients holding positions as directors and officers. Topics will include a variety of the insurance coverage options available, underwriting considerations, and risk management alternatives to control these exposures [Register Now!](#)

Approved for 2 CE Credits in MA, CT, ME, NH, RI & VT.

Date & Time

Thursday, February 16, 2023

1:00PM - 3:00PM

Online via GoToWebinar

Registration Cost

Member Price: \$45

Non-Member Price: \$65

[Register](#)

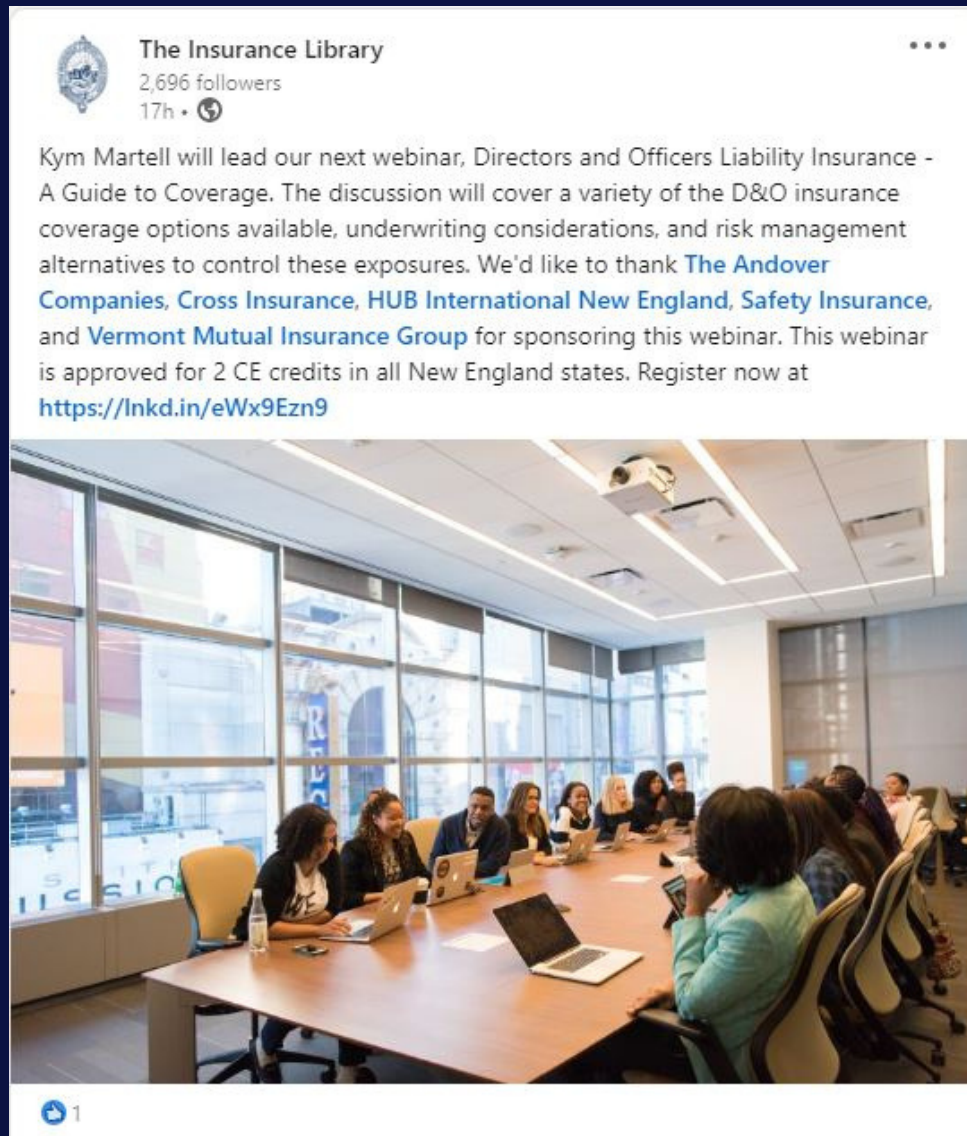
This Webinar is Sponsored by the Following Organizations:

THE
ANDOVER
COMPANIES.



VERMONT MUTUAL
INSURANCE GROUP

Sample LinkedIn Post



Sample Registration Page

Directors and Officers Liability Insurance – A Guide to Coverage (Webinar)

Regular Price: \$65.00
Member Price: \$45.00

Instructor, Kym Martell, Meets Thursday, February 16, 2023 from 1:00 to 3:00 PM ONLINE via GoToWebinar.

Approved for 2 Producer CE credits in MA, CT, ME, NH, RI & VT.

This webinar is sponsored by The Andover Companies, Cross Insurance, HUB International New England, Safety Insurance Company, & Vermont Mutual Insurance Group.

Select options

Sample Opening Slide



 The Insurance Library
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Directors and Officers Liability Insurance: A Guide to Coverage
with Kym Martell

This Webinar Is Sponsored By:

 **THE ANDOVER COMPANIES.**  **CROSS** INSURANCE  **HUB**

 **Safety Insurance®**
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Sample Closing Slide

Thank You to Today's Sponsors:

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The Insurance Library

The Insurance Library Association of Boston is a nonprofit organization founded in 1887. It is the country's first, and only remaining, private library dedicated solely to the subject of insurance. The Library's mission is to provide excellent research resources and services, high-quality educational programs, and opportunities for engagement in the insurance, risk management and legal communities.

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Based in Boston. National in Reach.