



# The Insurance Library

Research • Education • Engagement

[www.insurancelibrary.org](http://www.insurancelibrary.org)



# Insurance Library Webinar Sponsorship

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DEVELOP TALENT. REWARD PRODUCERS. PROMOTE YOUR BRAND.

# BENEFITS OF WEBINAR SPONSORSHIP

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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

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- 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

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- 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

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- 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

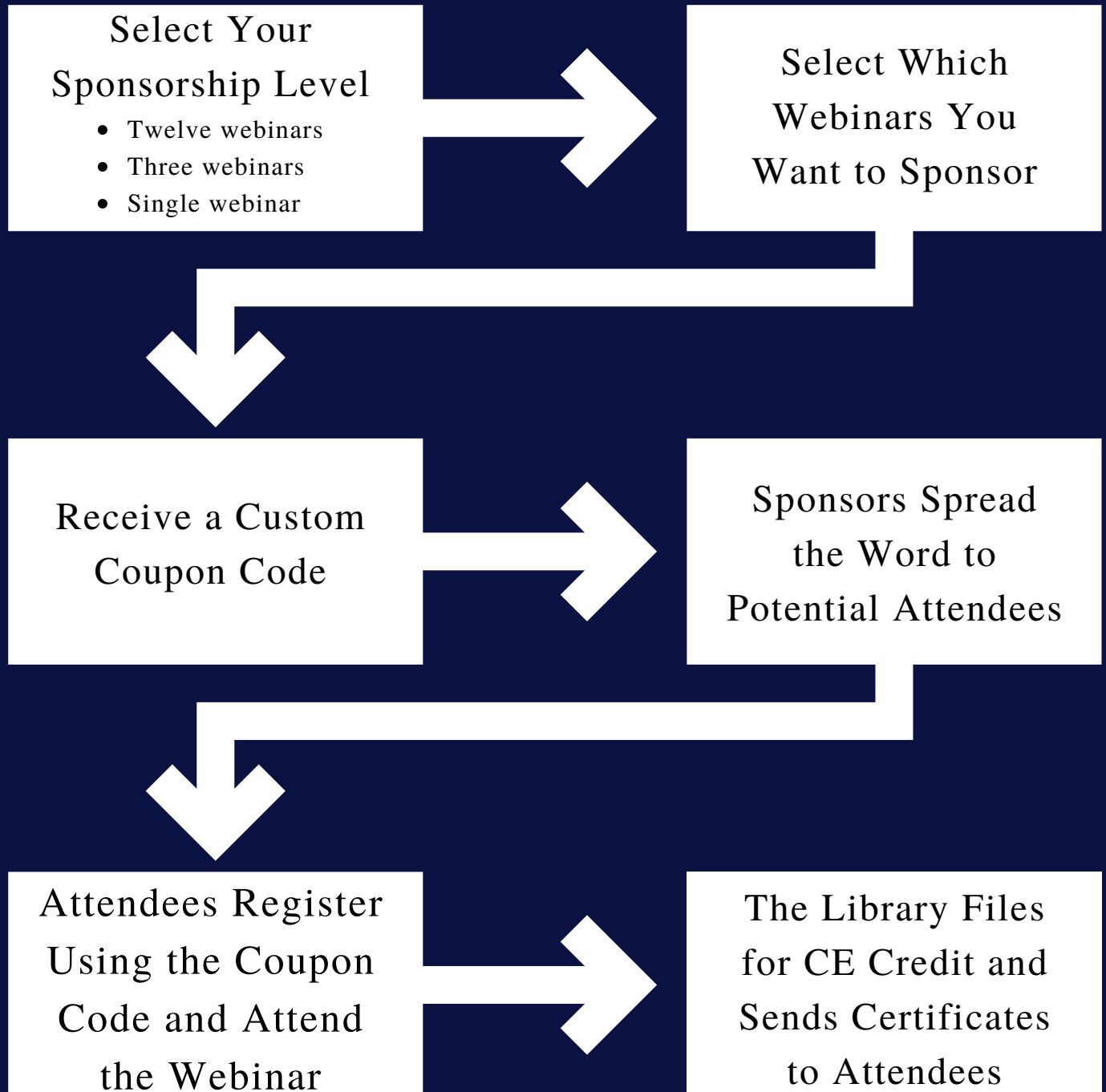
# SPONSORSHIP OPTIONS & PRICING

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- 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
    - \$2,000 (\$40 per seat)
  - Three Webinars
    - 150 registrations split among three selected webinars of the sponsor's choice
    - \$4,500 (\$30 per seat)
  - Annual Sponsorship (twelve webinars)
    - 300 registrations split among all twelve webinars
    - \$6,600 (\$22 per seat)
  - Custom options are available for Library members who would like to purchase more than 300 registrations

# HOW WEBINAR SPONSORSHIP WORKS

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# 2024 WEBINARS

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January 29, 2024 - Delivering More: Insurance Coverage for the Gig Economy

February 15, 2024 - Cross Training: Introducing the Personal Lines Agent to the Commercial Marketplace

March 21, 2024 - Ethical Conduct Unbecoming and the E&O Claim

April 25, 2024 - Insurance Issues of Real Property Leases

May 16, 2024 - Workign with Seniors -- Long Term Issues and Solutions

June 13, 2024 - Bodily Injury & Property Damage Coverage in the CGL

July TBD, 2024 - Introduction to Directors & Officers Insurance

August 15, 2024 - Situations and Solutions in Homeowners Coverage Forms

September 17, 2024 - Commercial Property Concepts -- Beyond the Basics

October 3, 2024 - Disability Insurance Overview

November 21, 2024 - Add Me to the Policy, or Else -- Additional Insureds

December 12, 2024 - Workers Compensation in a Nutshell



# Sample Webinar Email



## The Insurance Library

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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

Thu TBD  
1:00PM - 3:00PM  
Online via GoToWebinar

#### Registration Cost

Member Price: \$45  
Non-Member Price: \$65

[Register](#)

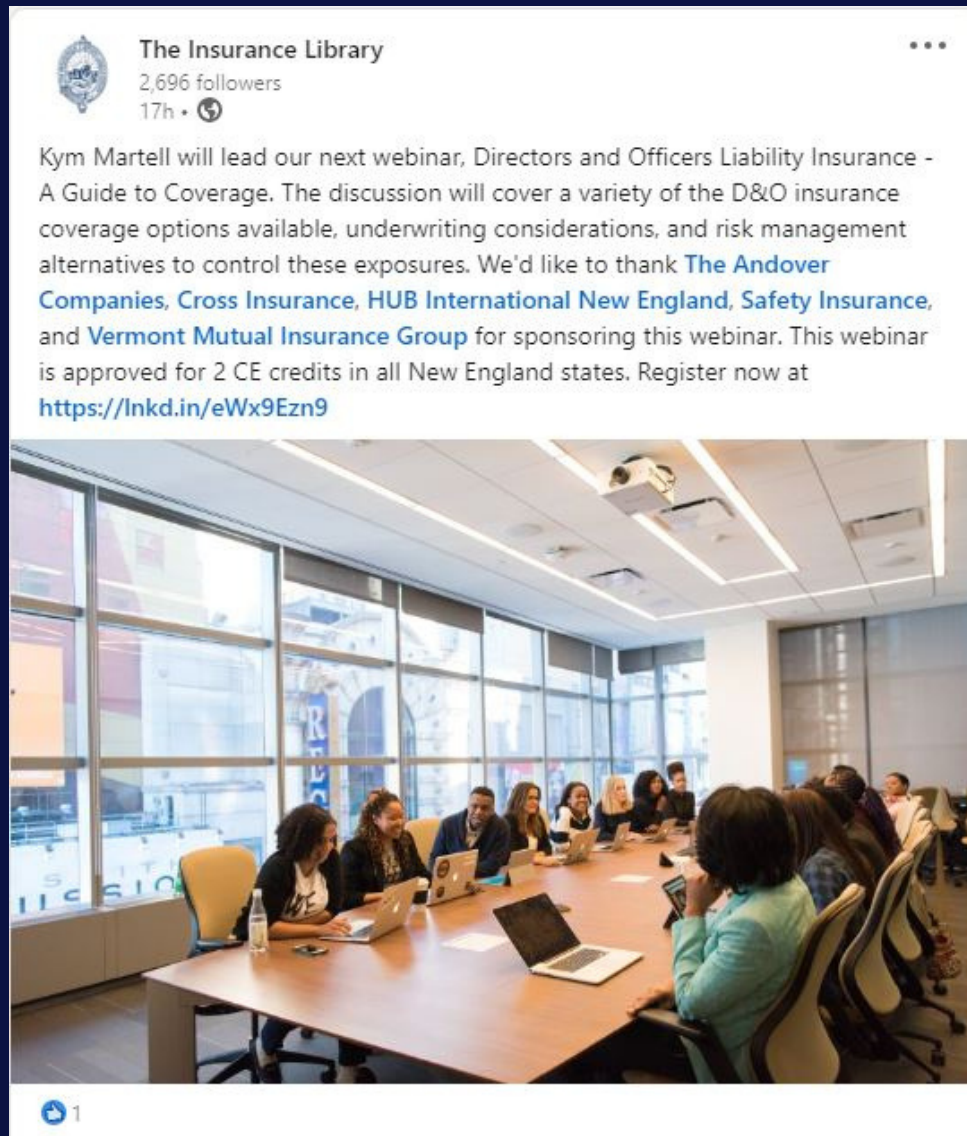
This Webinar is Sponsored by the Following Organizations:

**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®**  
AUTO • HOME • BUSINESS  **VERMONT MUTUAL**  
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# Sample Closing Slide

**Thank You to Today's Sponsors:**

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

 **Safety Insurance®**  
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INSURANCE GROUP

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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.

The Insurance Library  
[www.insurancelibrary.org](http://www.insurancelibrary.org)  
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***Based in Boston. National in Reach.***