



The Insurance Library

Research • Education • Engagement

www.insurancelibrary.org



Webinar Sponsorship Program

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--a **benefit available only to Library members**--are an excellent opportunity for insurers, brokers, risk managers, and law firms to provide **cost-effective, high-quality educational programs** to their employees, producers, and others while promoting their brands as industry leaders.

Sponsors use their allocation of seats for the 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 on how your organization can become a webinar sponsor.

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DEVELOP EMPLOYEE TALENT & TRAIN THE NEXT BENCH

- Webinars provide **expert information** on current topics and complex coverage issues.
- We currently offer **twelve webinars each year** covering a variety of personal and commercial lines topics, and always include a webinar on ethics.
- Webinars are **live and interactive**.
- We annually **survey sponsors** to learn their preferences for webinar topics.

“The Andover Companies is proud to be part of The Insurance Library’s webinar sponsorship program, which 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 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 way for them to earn producer continuing education credits.
- **We do all the work for the webinars and CE credits:** registration, tracking attendance, reporting to the NAIC or state insurance regulators, and issuing CE certificates to attendees after each 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 seats. 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
Sr. VP, Business Development and Sponsorships,
VP, Brand Marketing
Cross Insurance

PROMOTE YOUR BRAND

- We **promote our webinars** to thousands of individuals directly and through social media.
- Our promotional communications and registration web page provide multiple touchpoints where **we prominently feature webinar sponsors**.
 - Each **email** promoting a webinar features each sponsor's name, logo, and a 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 virtual **Lunch & Learn** programs.
- Each sponsor's name and logo are featured on the **opening and closing slides** that bookend each webinar.
- We **thank our webinar sponsors** by name at the beginning and end of each webinar.

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

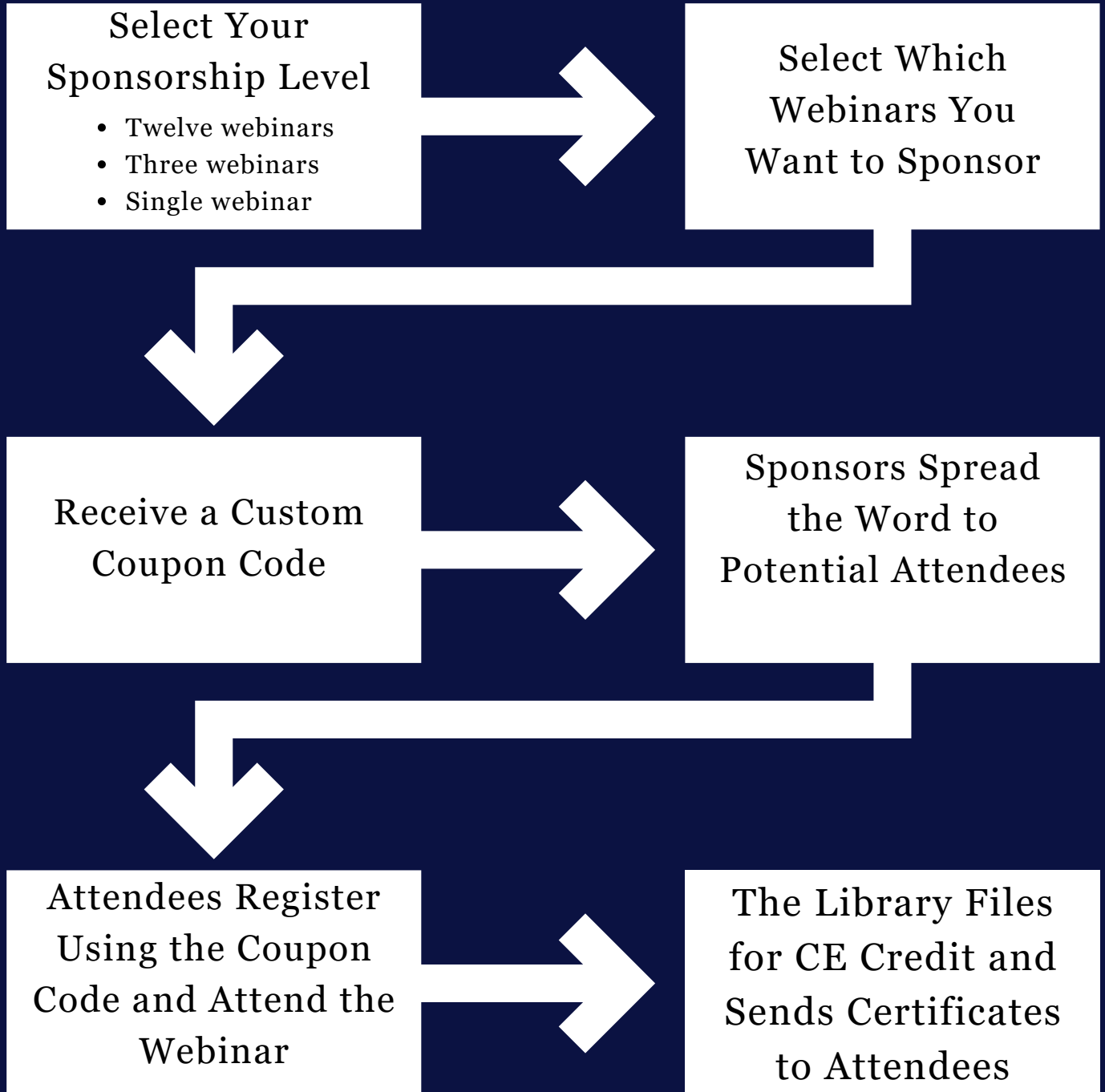
Shaun Farley, VP of Marketing
Vermont Mutual Insurance Group

SPONSORSHIP OPTIONS & PRICING

- The Library offers three **levels of sponsorship**, plus a custom option, to Library member organizations.
- Each level reflects a **substantial discount from the standard per person webinar pricing** (\$80 for non-members and \$55 for members.)
- We currently offer the following **sponsorship options**:
 - **Single Webinar Sponsorship**
 - 50 total registrations* for one webinar of the sponsor's choice.
 - \$2,200 (\$44 per seat)
 - **Three-Webinar Sponsorship**
 - 150 total registrations* allocated as desired among three webinars of the sponsor's choice.
 - \$4,950 (\$33 per seat)
 - **Annual Sponsorship - Twelve Webinars**
 - 300 total registrations* allocated as desired among twelve webinars.
 - \$7,200 (\$24 per seat)
 - **Custom sponsorships** are available for Library members who wish to purchase more than 300 registrations.

*Additional seats may be purchased at the per-seat price shown for the sponsor's level.

HOW WEBINAR SPONSORSHIP WORKS



2025 WEBINARS

January 30, 2025

Business Auto Insurance Overview

February 13, 2025

When the Claim Goes to Court

March 20, 2025

Underwriting Personal Property Insurance

April 1, 2025

Ethics: Responsibilities and Practical Challenges

May 15, 2025

CGL -- Coverage Triggers, Insuring Agreements, and Exclusions

June 26, 2025

Coastal Exposures

July 17, 2025

Personal Automobile Insurance

August 14, 2025

Contractors: Liability, Exposures, and Coverage Issues

September 11, 2025

Certificates & Related Issues -- the Good , the Bad, and the Ugly

October 16, 2025

Underwriting the Small Business Owner

November 13, 2025

Professional Liability Insurance for Lawyers

December 18, 2025

Emerging Exposures and How to Insure Them

SAMPLE WEBINAR PROMOTIONAL EMAIL



The Insurance Library Research • Education • Engagement

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.**




SAMPLE PROMOTIONAL LINKEDIN POST

 **The Insurance Library** 2,696 followers 17h • 

Kym Martell will lead our next webinar, Directors and Officers Liability Insurance - A Guide to Coverage. The discussion will cover a variety of the D&O insurance coverage options available, underwriting considerations, and risk management alternatives to control these exposures. We'd like to thank [The Andover Companies](#), [Cross Insurance](#), [HUB International New England](#), [Safety Insurance](#), and [Vermont Mutual Insurance Group](#) for sponsoring this webinar. This webinar is approved for 2 CE credits in all New England states. Register now at <https://lnkd.in/eWx9Ezn9>



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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 WEBINAR OPENING SLIDE



The Insurance Library
Research • Education • Engagement

Directors and Officers Liability Insurance: A Guide to Coverage

with Kym Martell

This Webinar Is Sponsored By:



SAMPLE WEBINAR CLOSING SLIDE

Thank You to Today's Sponsors:



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, independent library **dedicated solely to the subject of insurance.**

But we are more than just a Library.

Our **mission** is to provide members of the insurance, risk management, and legal communities, and the public, with excellent **research** resources and services, high-quality **educational programs**, and opportunities for **networking** and **engagement.**

Our **vision** is to be recognized as the **preeminent nonprofit provider** of such services and programs, build upon our **unique position as a hub** for engagement, and **expand our reach** nationally.

The Insurance Library
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***Based in Boston. National in Reach.
More Than Just a Library.***