



# The Insurance Library

Research • Education • Engagement



## WEBINAR SPONSORSHIP

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DEVELOP TALENT. REWARD PRODUCERS. SUPPORT EDUCATION.

# 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 and adjusters 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.

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

- Develop employee talent and **train the next bench**, and
- Show **appreciation for producers** by giving them cost-free opportunities to obtain continuing education credits in all six New England states.

**Please contact us for additional information on how your organization can become a webinar sponsor.**

**Michael A. Pezza, Jr.**

Executive Director

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**Sarah Hart**

Sr. Research Librarian and Education & Event Coordinator

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617.227.2087, ext. 202

## DEVELOP EMPLOYEE TALENT & TRAIN THE NEXT BENCH

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- Webinars provide **expert information** on current topics and complex coverage issues.
- We now offer **fifteen webinars each year** covering a variety of personal and commercial lines topics--including topics pertinent to life, accident, and health insurance and annually present 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

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- The Library's webinars are **approved for producer continuing education credit** in each of the six New England states, and some of the webinars are approved for **adjuster CE credit** in certain states.
- Sponsors can **provide seats to brokers, agents, and adjusters** 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

## SPONSOR ACKNOWLEDGEMENT

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- We **market our webinars** to thousands of individuals directly and through social media.
- We **acknowledge webinar sponsors** in our promotional communications and on our website registration page.
  - We **feature each sponsor's name, logo, and a link to each sponsor's website** in each email promoting a sponsored webinar.
  - We create **shareable LinkedIn posts** in which we tag sponsors.
  - We promote webinars and acknowledge sponsors during the Library's periodic virtual **Lunch & Learn** programs.
- We display each sponsor's name and logo on the **opening and closing slides** that bookend each sponsored webinar.
- We **thank webinar sponsors** for their sponsorship by name at the beginning and end of each webinar.

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

Shaun Farley, VP of Marketing  
Vermont Mutual Insurance Group

# SPONSORSHIP OPTIONS & PRICING

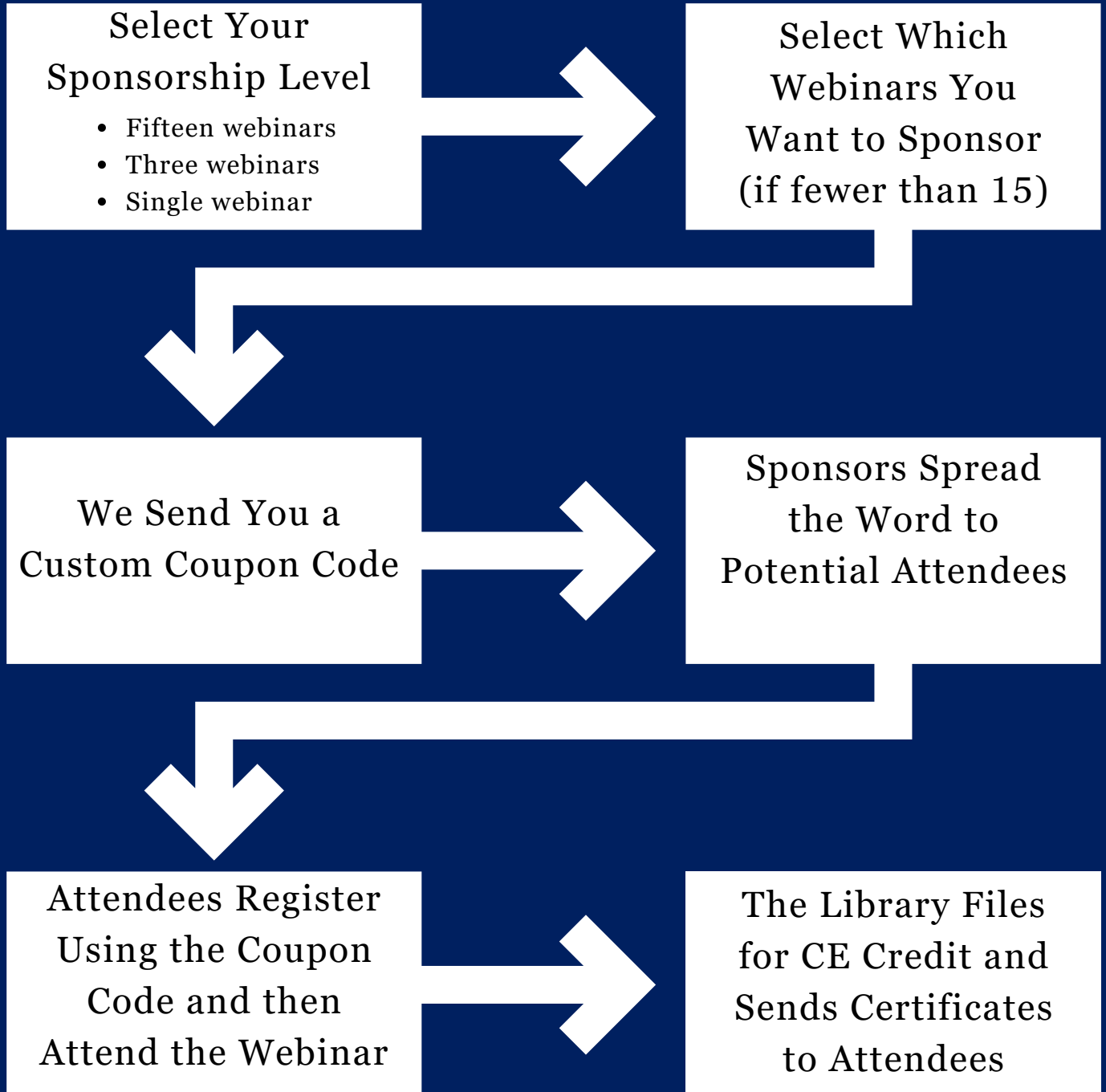
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- The Library offers Library member organizations **three sponsorship level options**, plus a **custom option** for those requiring more than 300 registrations annually.
- Each level reflects a **substantial discount from the standard per person webinar pricing** (\$90 for non-members and \$60 for members.)
- We currently offer the following **sponsorship options**:
  - **Single Webinar Sponsorship**
    - 50 total registrations\* for one webinar of the sponsor's choice.
    - \$2,300 (\$46 per seat)
  - **Three-Webinar Sponsorship**
    - 150 total registrations\* allocated as desired among three webinars of the sponsor's choice.
    - \$5,250 (\$35 per seat)
  - **Annual Sponsorship - Fifteen Webinars**
    - 300 total registrations\* allocated as desired among fifteen webinars.
    - \$7,500 (\$25 per seat)
  - **Custom sponsorships** are available for those in need of more than 300 registrations.

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

# HOW WEBINAR SPONSORSHIP WORKS

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## 2026 WEBINARS

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January 22, 2026

**Excellence in First-Party  
Property Claims Handling**

February 12, 2026

**When the Flood Hits**

March 12, 2026

**Ethics 101 Revised**

March 26, 2026

**Identifying and Preventing  
Fraud in Life & Health  
Insurance**

April 16, 2026

**Cyber Risk and Insurance  
Overview**

May 7, 2026

**Anatomy of the BOP:  
Structure, Endorsements &  
Emerging Risks**

May 15, 2026

**So Your Insured Purchased a  
Condo . . .**

June 25, 2026

**Commercial Liability Concepts**

July 9, 2026

**Life Insurance 101**

July 16, 2026

**Reinsurance in a Nutshell**

August 20, 2026

**Things to Consider When  
Insuring a Commercial Tenant**

September 17, 2026

**Agency Claims-Handling**

October 8, 2026

**Certificates of Insurance and  
Additional Insureds – What’s  
an Agent to Do?**

November 19, 2026

**Personal Lines Trends**

December 3, 2026

**Builder’s Risk: Building a  
Better Policy**

# 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:**

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

 **Safety Insurance®**  
AUTO • HOME • BUSINESS  **VERMONT MUTUAL INSURANCE GROUP**  
SINCE 1828

# SAMPLE WEBINAR CLOSING SLIDE

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

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SINCE 1828

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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.

The Library's mission is to provide members of the insurance, risk management, financial security, and legal communities, and the public, with high-quality educational programming, opportunities for engagement and networking, and unique research resources and services.

The Library's vision is to be recognized as the preeminent nonprofit provider of such educational programs and other services, build upon our unique position as a hub for networking and engagement, and continue to expand our reach nationally.

**The Insurance Library**  
**156 State Street**  
**Boston, Massachusetts 02109**  
**617.227.2087**

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

**The Insurance Library**

**Based in Boston. National in Scope.**

***More Than Just a Library***

The Insurance Library Association of Boston is a nonprofit organization recognized as tax-exempt under IRC § 501(c)(3). TIN 04-2104331.

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