

2020 IBAO
SPONSORSHIP
OPPORTUNITIES

FOR MORE INFORMATION PLEASE CONTACT:

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ibao
INSURANCE BROKERS
ASSOCIATION OF ONTARIO

MESSAGE FROM THE CEO

2020 has shifted, and so have we.

As a not-for-profit, membership-based organization acting on behalf of Ontario's insurance brokerages large and small, we need your continued support.

Our collective strength will allow us to shape industry strategy and regulation, build on the quality of the broker profession and raise public awareness of the broker value proposition. Together we can ensure Ontario's broker network remains vibrant, partner on strategic industry initiatives and attract new talent to the channel and industry at large.

IBAO Sponsorship is an investment in the health and strength of Ontario's broker channel—we appreciate your support and look forward to working with you throughout 2020 and beyond.

Sincerely,



Colin Simpson
IBAO CEO

2020-2022 KEY PRIORITIES

Strategic Initiatives & Partner Engagement

Sponsorship enables the funding and resourcing of key initiatives, which includes priority access to project teams, IBAO resources and participation in projects by IBAO sponsors.

- Industry Recruitment
- Building Trend Forecasts Through Benchmarking Surveys & Data Collection
- Moving to Paperless
- Technology Issues & Processes
- Opening Communication Channels Across the Industry
- Company Specific Initiatives that Benefit the Industry & Channel

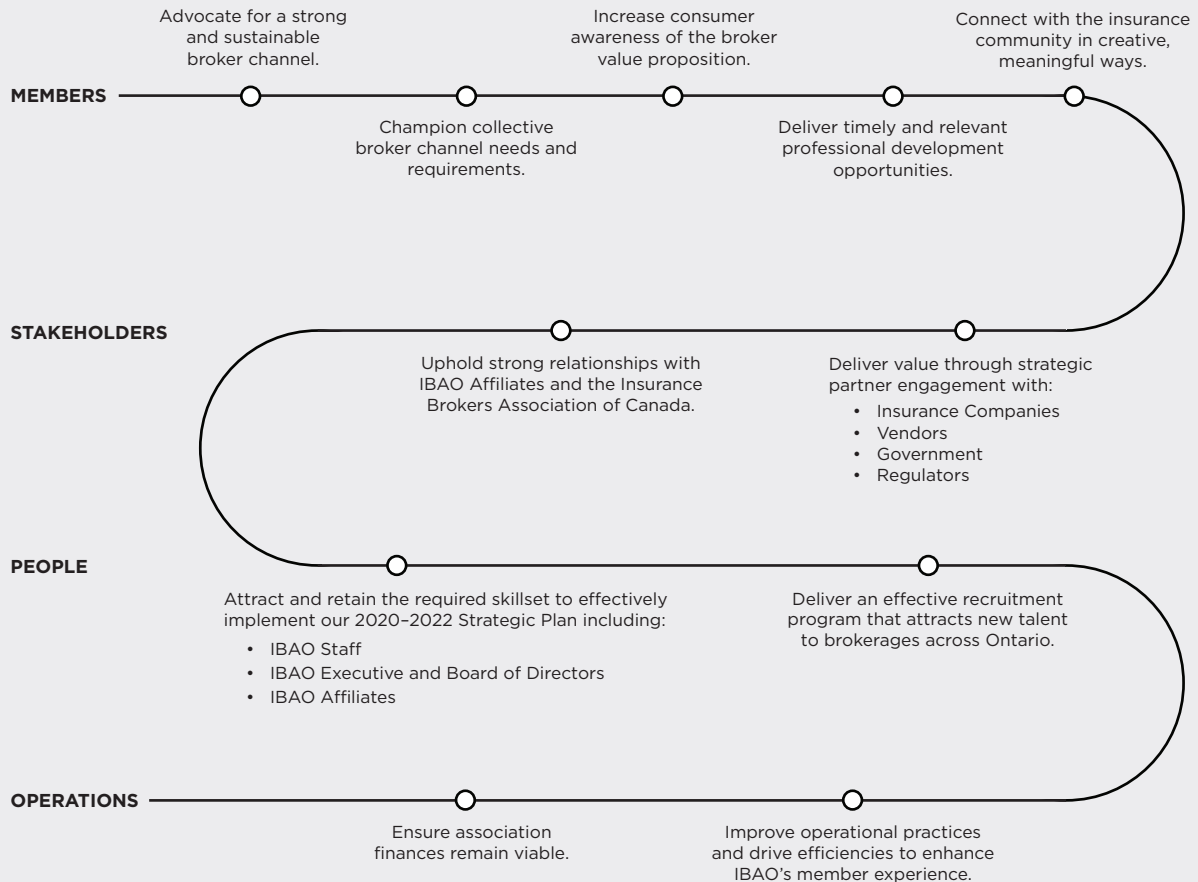
Professional Development

Delivering a cohesive end-to-end professional development program to build the quality of Ontario's broker channel.

Broker Value Proposition

Promoting insurance brokers and the broker profession to Ontario consumers through effective messaging and marketing.

2020-2022 STRATEGIC MAP



SPONSOR SUPPORT

Magenta \$100,000	Platinum \$75,000	Gold \$50,000	Silver \$25,000	Bronze \$10,000	Friend \$5,000
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SPONSOR BENEFITS

Press & Promotion

- 2020 Sponsorship Announcement & Ongoing Sponsor Recognition
- Logo Presence on IBAO Website – 90,000+ Unique Visitors
- Company Logos, Announcements & Updates Featured in IBAO eNewsletters – 14,000+ Distribution
- IBAO Sponsorship Campaign Positioning Sponsor Companies with Ontario's Broker Network
- Company Announcements & Updates Shared Across IBAO Social Media Platforms
 - LinkedIn – 7,935+ Followers
 - Twitter – 4,650+ Followers
 - Facebook – 2,340+ Followers

The Ontario Broker Magazine – Digital & Print

- Sponsorship Thank You Page Featuring Sponsor Logos – Presence Throughout 2020
- Content Opportunities
- Advertising Opportunities – Discounted or Free
- Access to Consultancy Services including Strategy, Editorial & Design

Broker Recruitment

- Participation in Virtual Job Fairs Hosted by IBAO & Insurance Business Programs at Centennial, Conestoga, Fanshawe, Humber, Mohawk & Seneca Colleges
- Participation in Virtual College Panels Hosted by IBAO
- Participation in IBAO Mentorship Program Matching Insurance Business Students and Insurance Professionals at Sponsor Companies – begins September 2020 at Centennial, Conestoga, Fanshawe & Humber Colleges

Broker Education

- Contribute eLearning Content to My IBAO Learning Path
- Co-Host a Webinar for IBAO Members
- Align your Brand with Current or New IBAO Education Offerings through Featured Logos and Company Giveaways
- Participate in Virtual IBAO Events including Virtual CEO Panel, Town Halls & Awards of Excellence (specifics TBD)