

YOUNG BROKERS: CONFERENCE

VIRTUAL | JUNE 17

SPONSORSHIP OPPORTUNITIES

#YBC21

WWW.IBAO.ORG/EVENTS/YOUNG-BROKERS-CONFERENCE/

ibao

A NEW TAKE ON THE YOUNG BROKER EXPERIENCE

IN ITS 16TH YEAR BUT VIRTUAL FOR THE FIRST TIME, this conference is geared towards brokers 40 and under and those who've been brokers for five years or less. But age is just a number and everyone is welcome.

A mix between general and breakout sessions, industry and trending topics, education and entertainment, this one-day conference focuses on the issues that matter most right now. It brings together brokers, carriers and industry partners in creative ways, keeping brand awareness at the forefront and offering new opportunities to connect and collaborate.

Participate as a sponsor or attend as a supporter. This package outlines sponsorship opportunities but is just a conversation starter—reach out with your ideas and let's work together on getting your brand in front of our audience, gaining media exposure and raising your profile with the future leaders of Ontario's broker channel.

DELEGATE FEEDBACK | IBAO VIRTUAL EVENTS

90%

SAID VIRTUAL EVENTS
ARE AN EFFICIENT USE
OF THEIR TIME

92%

WERE SATISFIED WITH
VIRTUAL NETWORKING
OPPORTUNITIES

93%

WOULD PARTICIPATE
IN VIRTUAL EVENTS
AGAIN

100%

WOULD RECOMMEND
THE EVENT TO THEIR
COLLEAGUES

IBAO SOCIAL REACH

9,386

LINKEDIN
FOLLOWERS

4,728

TWITTER
FOLLOWERS

2,586

FACEBOOK
FOLLOWER

1,476

INSTAGRAM
FOLLOWERS

SPONSORSHIP OPPORTUNITIES

LIVE MUSIC LUNCH SPONSOR

\$4,000

- Pre-recorded or live intro
- Branded video frame
- Logo and “lunch sponsored by” on ibao.org
- Logo and “lunch sponsored by” on event platform
- Logo featured in welcome email
- Opportunity to feature a video, PDF or link in virtual library
- Promos in IBAO Member eNewsletter (15,000+ distribution)
- Social posts and company promos (all IBAO platforms)
- 4 event passes

KEYNOTE SPONSOR

\$3,000

- Pre-recorded or live intro
- Branded video frame
- Logo and “keynote sponsored by” on ibao.org
- Logo and “keynote sponsored by” on event platform
- Logo featured in welcome email
- Opportunity to feature a video, PDF or link in virtual library
- Promos in IBAO Member eNewsletter (15,000+ distribution)
- Social posts and company promos (all IBAO platforms)
- 4 event passes

LEADERSHIP PANEL SPONSOR

\$2,500

- Pre-recorded or live intro
- Branded video frame
- Logo and “panel sponsored by” on ibao.org
- Logo and “panel sponsored by” on event platform
- Logo featured in welcome email
- Opportunity to feature a video, PDF or link in virtual library
- Promos in IBAO Member eNewsletter (15,000+ distribution)
- Social posts and company promos (all IBAO platforms)
- 4 event passes

YBC BREAKOUT SPONSOR

\$2,500

- Pre-recorded or live intro
- Logo and “breakout sponsored by” on ibao.org
- Logo and “breakout sponsored by” on event platform
- Logo featured in welcome email
- Opportunity to feature a video, PDF or link in virtual library
- Promos in IBAO Member eNewsletter (15,000+ distribution)
- Social posts and company promos (all IBAO platforms)
- 4 event passes

CHARITY CHALLENGE SPONSOR

\$1,000

- Company sponsored charitable donation for charity challenge participants—up to 5 sponsors
- Participants receive \$250 to donate to a charity of their choice (coordinated by IBAO)
- Logo featured in welcome email
- 2 event passes

COMMERCIAL BREAK SPONSOR

\$1,000

- One-minute pre-recorded video shoutout to young brokers
- Aired at predetermined time during the event
- Hosted in virtual library
- Logo featured in welcome email
- 2 event passes

GIVEAWAY SPONSOR

\$750

- Company sponsored giveaway—\$250 gift card from retailer of your choice (coordinated by IBAO)
- Announcement notification to all delegates during the event
- Opportunity to connect with the winner over live chat and post-conference
- Logo featured in welcome email
- 2 event passes

EVENT SUPPORTER

\$500

- Logo featured in welcome email
- 2 event passes

CONTACT

NORAH BLACK

Director, Marketing & Communications, IBAO
nblack@ibao.on.ca