

# EDUCATION SPONSORSHIP PROSPECTUS KEY 2024 OPPORTUNITIES



#### **Professional Education and Expert Series Webinars WHY BECOME A SPONSOR?**

CMBA-BC educational offerings consistently draw in exceptional mortgage broker professionals eager to broaden their industry knowledge. In light of this, we are thrilled to present you with an exclusive opportunity to showcase your company to this highly engaged audience by becoming a sponsor for our professional courses and webinars.

By becoming a sponsor, you can anticipate remarkable recognition before, during, and after the course or webinar. This invaluable exposure will undoubtedly elevate your brand visibility, leaving a lasting impression on our audience. Seize this exclusive opportunity now and position your company prominently within our community!



"Discovering the mortgage broker course was a game-changer; I only wished I had known about it earlier. Nonetheless, I firmly believe that this comprehensive course should be a mandatory requirement for all newcomers entering the industry. The unparalleled access to industry leaders and their insights was an exceptional experience that left me empowered and ready to tackle challenges. I know CMBABC will be an instrumental part of my future success. For that, I am forever grateful!"

GABRIEL IBARRA, BRX MORTGAGE DELTA, BC

## Professional Education and Expert Series Webinars SPONSORSHIP OPTIONS

We provide four sponsorship opportunities for you to showcase your products and services to mortgage brokers, brokerage managers, essential industry partners, and others deeply engaged in learning from a trusted education provider in British Columbia:

- 1. Mortgage Broker Fundamentals Course Part 1 | 3 courses scheduled in 2024
- 2. Mortgage Broker Fundamentals Course Part 2 | 3 courses scheduled in 2024
- 3. Management Essentials Course | 3 courses scheduled in 2024
- 4. Expert Series Webinars | 10-12 webinars scheduled in 2024



To sign up as a sponsor Please contact events@cmbabc.ca or give us a call at 604-408-9989 / Toll Free: 877-371-2916

## **Marketing Benefits**

All our educational sponsorship options receive the following marketing benefits:

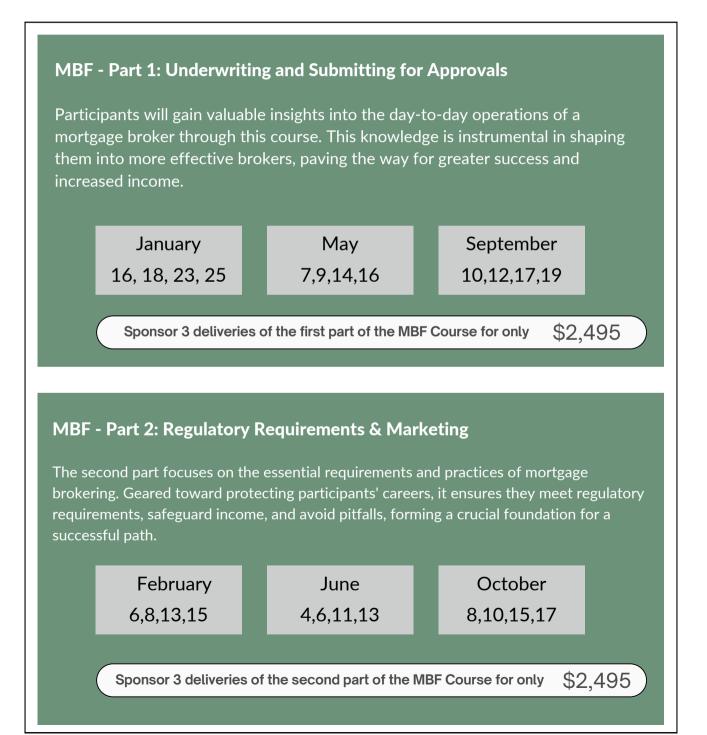
	Mortgage Broker Fundamentals	Management Essentials	Webinars
10-minute presentation slot to showcase your products and services to our participants	Х	Х	
Feature your products and services with a 50-word summary read by our host			Х
Receive 3 complimentary registrations for your staff			Х
Gain sponsor recognition in our on-demand library of recorded webinars			Х
Your logo on the CMBA-BC website and on all promotional material	Х	Х	Х
Your logo on the course/webinar slide deck	Х	Х	Х
Verbal recognition of your sponsorship at the beginning and end of the sessions	Х	Х	Х
1 social media post across all channels	Х	Х	Х

## **Our Educational Offerings**

#### **Mortgage Broker Fundamentals (MBF)**

Our course is split into two parts, each tailored to empower mortgage professionals with the knowledge and skills essential for success.

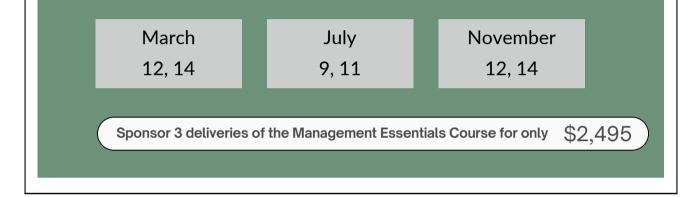
Each part is thoughtfully structured over four sessions, with each session lasting four hours, ensuring a comprehensive and in-depth learning experience with renowned industry leaders as instructors.



## **Our Educational Offerings**

#### **Management Essentials**

This course is targeted for any Broker, Manager or Designated Individual who is interested in wanting to become a manager, have recently become a leader, or just want to take your skills to the next level. Topics covered include management responsibilities, the IRIS portal, effective leadership, disclosure and conduct requirements, and more.





#### **Our Educational Offerings**

#### **Expert Series Webinars**

Our selection of webinars are hosted and presented by experts, knowledgeable brokers, and industry partners that keep brokers up to date with all the latest industry insights. Webinars are generally offered once a month and draw in a range of mortgage professionals, from broker owners, managers, experienced and aspiring brokers

#### Webinar Topics

- Economic Update
- Reverse Mortgages
- Mortgaging Co-Owners Interests
- Al and Impact on Mortgages Brokers (Underwriting)
- Referral Fees and Co-Brokering
- Mortgage Fraud

- Depreciation Reports
- Client Services Agreements/ Consents/ Engagement Letters
- Economic Update with Benjamin Tal
- Harnessing AI for Mortgage Brokers
- Niche Marketing for Mortgage Brokers
- Construction Lending

Sponsor each webinar for only \$895

"Absolutely fantastic my favourite CMBA-BC presentation so far, and I am a fan of all the CMBA-BC presentations, they always have such relevant content and are exceptionally informative. Lee-Ann is truly one the most forward thinking, creative and empathetic leaders we have in the mortgage industry."

NICOLE CRICHTON EXPERT SERIES: THE AI ADVANTAGE



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