

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	X	X	
Feature your products and services with a 50-word summary read by our host			X
Receive 3 complimentary registrations for your staff			X
Gain sponsor recognition in our on-demand library of recorded webinars			X
Your logo on the CMBA-BC website and on all promotional material	X	X	X
Your logo on the course/webinar slide deck	X	X	X
Verbal recognition of your sponsorship at the beginning and end of the sessions	X	X	X
1 social media post across all channels	X	X	X

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.

MBF - Part 1: Underwriting and Submitting for Approvals

Participants will gain valuable insights into the day-to-day operations of a mortgage broker through this course. This knowledge is instrumental in shaping them into more effective brokers, paving the way for greater success and increased income.

January
16, 18, 23, 25

May
7,9,14,16

September
10,12,17,19

Sponsor 3 deliveries of the first part of the MBF Course for only **\$2,495**

MBF - Part 2: Regulatory Requirements & Marketing

The second part focuses on the essential requirements and practices of mortgage brokering. Geared toward protecting participants' careers, it ensures they meet regulatory requirements, safeguard income, and avoid pitfalls, forming a crucial foundation for a successful path.

February
6,8,13,15

June
4,6,11,13

October
8,10,15,17

Sponsor 3 deliveries of the second part of the MBF Course for only **\$2,495**

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.

March
12, 14

July
9, 11

November
12, 14

Sponsor 3 deliveries of the Management Essentials Course for only **\$2,495**



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
- AI 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

ATTENDEE FEEDBACK



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A huge thank you for your AI webinar. Your timing was perfect! I was presenting on Friday to healthcare professionals and needed a PowerPoint presentation fast! I had no idea how to use AI to create the content. After the call, I created a Chat GPT account and got to work. Within two hours, I had 15 slides created, and uploaded to Canva for branding. Following the webinar notes to convert to PowerPoint... The AI content was exactly what I needed to gain the confidence and knowledge to use ChatGPT to create a professional, customized presentation.



Vivienne Rogers

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