

National Curling Club Insurance Program

TRAVELERS CANADA AND BROKERLINK

Act now to take advantage of this season's curling club advertising program

Travelers Canada is pleased to continue its curling club advertising program, as part of the BrokerLink National Curling Club Insurance Program, for the 2017/2018 curling season. For those curling clubs that are insured through the BrokerLink National Curling Club Insurance Program, Travelers Canada offers advertising dollars when you install the Travelers logo in your ice. For all information on the 2017/2018 program, please see below. We look forward to hearing from you!

Advertising dollars – what amount is your club eligible for?

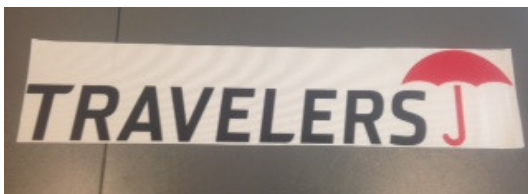
- If your club purchases property & liability insurance through the BrokerLink National Curling Club Insurance Program, your club is eligible for up to \$500 in advertising dollars.*
- If your club purchases liability insurance only through the BrokerLink National Curling Club Insurance Program, your club is eligible for up to \$150 in advertising dollars.*

*For more information about your policy and coverage, please contact David Mathers, Commercial Insurance Advisor at BrokerLink.

In-ice mesh logos

Travelers branded in-ice mesh logos, produced by Jet Ice, are 33" x 7" and are available through Allison Martin, Director of Marketing at Travelers Canada. Please contact, Allison to order your logos and to arrange for shipping to your curling club.

Travelers Canada no longer accepts invoices for wall signs, only invoices for in-ice logos will be processed. The in-ice logos are reusable, however, if needed please request replacements at the beginning of each curling season.



As you may know, The Dominion of Canada General Insurance Company was acquired by The Travelers Companies, Inc. and operates under the name Travelers Canada. The Dominion brand has been retired and any of The Dominion signage should be disposed of, this includes wall signs, in-ice logos, and any other use of The Dominion logo.

Four simple steps to take advantage of this advertising sponsorship opportunity

Step 1: Submit an application form to Allison Martin by email at ajmartin@travelers.com

Step 2: Allison will respond to verify information and arrange for shipment of in-ice logos



Step 3: Submit invoice along with a picture of the installed logo for the agreed cost plus applicable taxes of the advertising sponsorship (e.g., Ontario: 13% HST) to Allison Martin's attention via email or by mail by **April 30, 2018**. Invoices received after April 30 of the corresponding curling season will not be paid. Please be advised that invoices will only be accepted with an image of the corresponding in-ice logo installation.

Details for invoicing:

Travelers Canada
Allison Martin, Director of Marketing
20 Queen St. W. Suite 200
Toronto, ON M5H 3R3

OR

E-mail: ajmartin@travelers.com

Step 4: Travelers Canada will process payment and send a cheque to the curling club.

Contact Information

Travelers Canada	BrokerLink
Allison Martin Director of Marketing 20 Queen St. W. Suite 200 Toronto, ON M5H 3R3 P: (416) 642-8723 ajmartin@travelers.com	David Mathers Commercial Insurance Advisor 100-6 Antares Drive, Phase III Ottawa, On K2E 8A9 P: (613) 596.9697 x 4623 or 1.800.281.9476 F: (613) 596.2247 dmathers@brokerlink.ca

About BrokerLink National Curling Club Insurance Program

Established in 1991, BrokerLink is one of the largest Canadian property and casualty insurance brokerage operations with 97 offices supported by more than 950 employees across Ontario, Alberta, and Atlantic Canada. BrokerLink is pleased to offer professional insurance advice and high levels of customer service for commercial insurance, including continued support for the National Curling Club Insurance Program.



**2017/2018 Travelers Canada Curling Club Advertising Program
Curling Club Application Form**

Curling Club:

Address:

Postal Code: _____ Province/Territory: _____

Club Contact: _____

Phone: _____ Email: _____

Curling Club Insurance Coverage

_____ Property & Liability Insurance (eligible for up to \$500 in advertising dollars)

_____ Liability Insurance (eligible for up to \$150 in advertising dollars)

Ordering Travelers In-Ice logos (33" x 7")

Yes, please send our curling club an in-ice logo for the 2017/2018 season

Please note: The in-ice mesh logos are reusable. Please keep them for future use.

Shipping Information

Same as curling club address (above)

Other address:

Ice installation date (DD/MM/YY):



Additional Questions

Is there an opportunity to further promote the Travelers Canada brand through your social media platforms (Facebook, Twitter, etc.). Please describe below.

Yes

No

Is there an opportunity for our local brokers in your community to supply you with marketing material to further promote their brand. Please describe below.

Yes

No
