

The image features three stylized silhouettes of business professionals—two men in suits and one woman in a business suit—standing in front of a city skyline. The skyline includes several prominent skyscrapers, such as the Willis Tower. The entire scene is rendered in shades of gray and blue, with a white text box overlaid on the center. The text box has a blue background and white text.

# CORPORATE PARTNERSHIP PROGRAM

Advocis®

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# CORPORATE PARTNERSHIP PROGRAM

## Who We Are

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Advocis, The Financial Advisors Association of Canada, is the association of choice for financial advisors and planners. With more than 11,000 members across the country, Advocis is the definitive voice of the profession, advocating for professionalism and consumer protection. Professional financial advisors and planners are critical to the economy, helping consumers make sound financial decisions that ultimately lead to greater financial stability and independence. Advocis works with decision-makers and the public, stressing the value of financial advice and striving for an environment in which all Canadians have access to the advice they need.

A large percentage of Advocis members are dual-licensed, focused on both the insurance and investment side of the industry. They are licensed to sell life and health insurance, registered as mutual fund and securities representatives and are experts who can provide a full range of financial services, including estate and retirement planning, wealth management, risk management, and tax planning.



## Why Partner with Advocis

Participating in the Advocis Corporate Partnership Program (CORPP) is a powerful complement to your company’s marketing strategy as it increases your visibility to professional financial advisors and planners. Becoming a partner provides you with a cost effective way to give your organization maximum exposure within the Canadian financial industry.

**By aligning your organization with Advocis, you’re supporting the values that Advocis represents – advisor professionalism, competency-based education, and a commitment to advocate on behalf of financial advisors in the best interest of their clients.**

Your partnership allows Advocis to continue to offer greater continuing education, designation and licensing programs; best practices resources and tools; networking opportunities and events; industry publications; and services and promotions to financial advisors.

Through Advocis, you are supporting the small- and medium-sized business (SMB) financial advice segment, which consists of 80 per cent of the total number of financial advisors in Canada, as well as Canadian consumers.

**80,000**  
PROFESSIONAL ADVISORS  
HAVE A CLIENT REACH OF  
**12 MILLION**  
CANADIAN HOUSEHOLDS

**THE AVERAGE CANADIAN FINANCIAL ADVISOR:**  
HAS BEEN IN BUSINESS **10-20 years**  
AND HAS **200-300 clients**

**The SMB financial advice industry’s direct economic impact is larger than the contribution of either the pharmaceutical sector, motor vehicle manufacturing, or the aerospace industry.**

**The SMB financial advice sector accounts for 1.4% of Canadian GDP and 1.5% of total Canadian employment. This translates into \$25 billion in GDP and 240,000 jobs in Canada.**

Your organization and Advocis have a shared interest in the financial advice industry. By partnering with Advocis, your company will stand out as a driving force influencing client relations within the industry.

HIGHLIGHTS

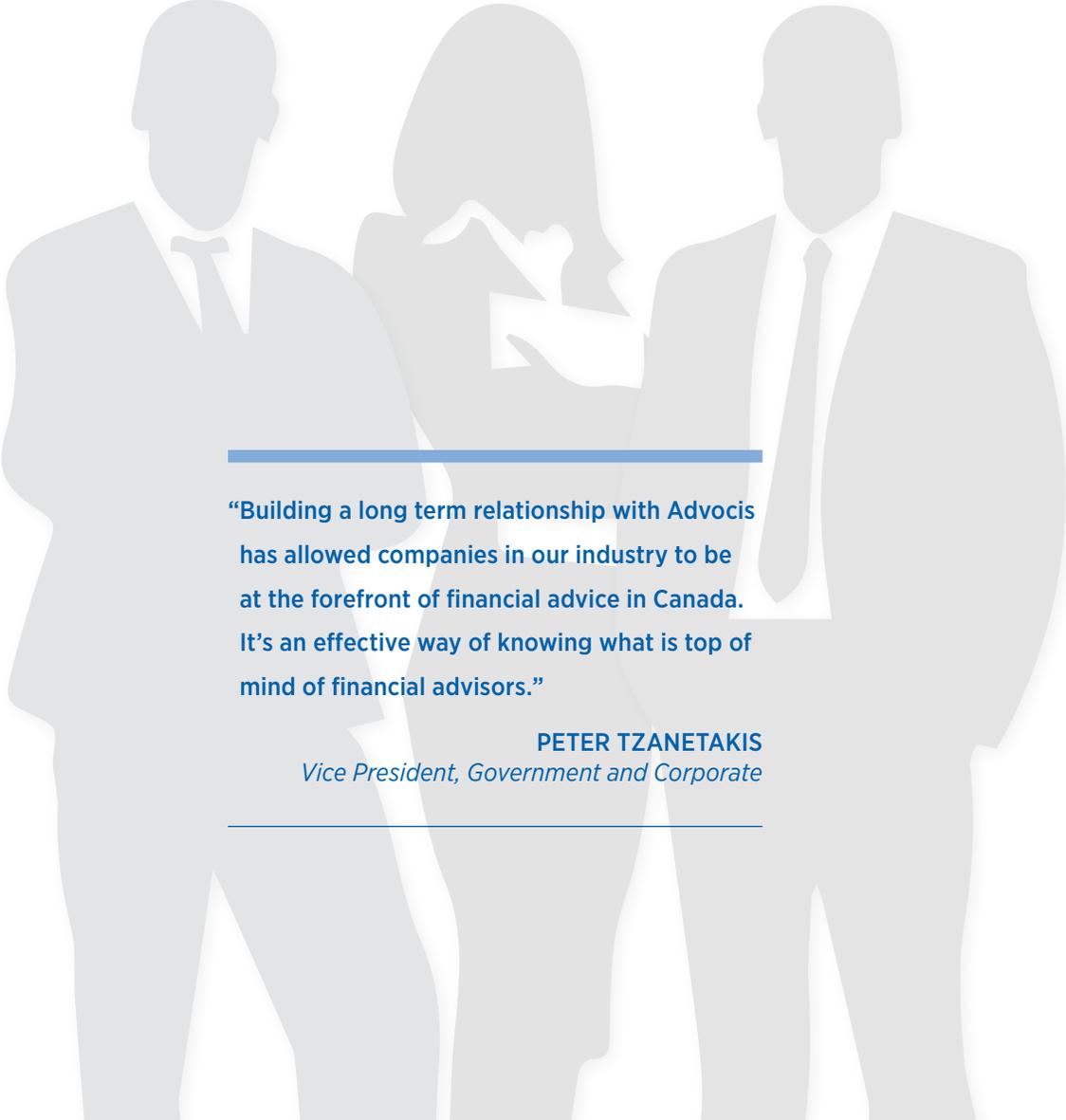
## Sponsoring Partners

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The corporate partnership program is available to all companies that have an interest in raising professional standards for advisors and preserving the advisor distribution network.

### Who's eligible?

- ▶ Companies in the financial services sector, such as mutual fund and investment companies, insurance companies, banks, credit unions, brokerages and other distributorships
- ▶ Companies that support and supply the financial services sector, such as law firms, accounting firms, IT firms, education providers, telecommunications firms, and public relations firms



“Building a long term relationship with Advocis has allowed companies in our industry to be at the forefront of financial advice in Canada. It’s an effective way of knowing what is top of mind of financial advisors.”

**PETER TZANETAKIS**  
*Vice President, Government and Corporate*

## Levels of Corporate Partnership

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Renewable annually, the program is flexible and can be individually tailored to strengthen your organization's mission and values.

### There are three partnership levels to choose from:

- ▶ National Corporate Partner
- ▶ National Corporate Sponsor
- ▶ Corporate Affiliate

Partnership and advertising opportunities exist at the national and chapter levels and can be executed through various channels including chapter events and activities, the annual Regulatory Affairs Symposium, Chapter Leadership Conference, annual national schools, and in Advocis' publication, *FORUM* magazine. Your organization can also take advantage of opportunities within the various licensing, and continuing education and designation programs offered by Advocis and The Institute for Advanced Financial Education.

### PARTNERSHIP LEVELS

Sponsorship, products and services is customizable to meet the needs of your organization

#### National Corporate Partner

##### Benefits:

- ▶ Recognition as a Corporate Partner in the annual report, which is distributed to members and posted online
- ▶ Logo advertised on Advocis' homepage (<http://www.advocis.ca/home.html>)
- ▶ Logo advertised on CORPP webpage (<http://www.advocis.ca/about/corporate.html>), linking advisors, consumers, and financial community directly to your corporate website
- ▶ Corporate recognition at those events you choose to sponsor
- ▶ National corporate partnership is announced to Advocis members through email and/or newsletter
- ▶ First priority to provide a speaker at major Advocis events
- ▶ Priority on new products or services
- ▶ Discounts and preferred rates on Advocis programs and services for advisors
- ▶ Two annual executive regulatory and government relations briefings
- ▶ Receive advertising discounts in *FORUM* magazine if your organization is a first-time advertiser

## National Corporate Sponsor

### Benefits:

- ▶ Recognition as a Corporate Sponsor in the annual report, which is distributed to members and posted online
- ▶ Logo advertised on Advocis' homepage (<http://www.advocis.ca/home.html>)
- ▶ Logo advertised on CORPP webpage (<http://www.advocis.ca/about/corporate.html>), linking advisors, consumers, and financial community directly to your corporate website
- ▶ National corporate sponsorship is announced to Advocis members through email and newsletter
- ▶ Corporate recognition at those events you choose to sponsor
- ▶ Second priority to provide a speaker at major Advocis events
- ▶ Receive advertising discounts in *FORUM* magazine if your organization is a first-time advertiser

## Corporate Affiliate

Purchase of at least one product or service.

### Benefit:

- ▶ Volume discounts and preferred rates on Advocis programs and services



Sponsoring Advocis programs and events that appeal to professional financial advisors will generate corporate awareness and communicate value and support among financial industry participants.

## Sponsorship and Advertising Opportunities

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### CHAPTER EVENTS

All 11,000+ Advocis members belong to one of our 40 [chapters](#) across Canada. Each chapter is run by a group of dedicated member volunteers who provide networking events and professional development opportunities for advisors. Boost your presence among advisors and grow your brand by sponsoring chapters in regions of your choice. Companies will be recognized at these events as a Platinum, Gold, Silver, or Bronze sponsor, depending on level of sponsorship you choose. Sponsoring these events emphasizes your company's community involvement and dedication to increasing advisor professionalism.

### ANNUAL CHAPTER LEADERSHIP CONFERENCE

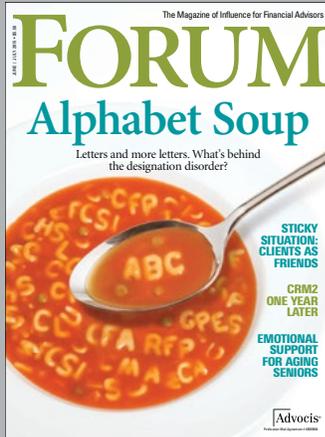
The Annual Chapter Leadership Conference provides great sponsorship opportunities for companies who wish to position their brand in front of influential advisors across Canada, as they come together to share their successes and develop new ideas for member engagement. Attendees include chapter presidents, and membership, program, and advocacy chairs.

### NATIONAL SCHOOLS

Get your brand in front of advisors at the [Advocis National Schools](#). Advocis Schools are engaging annual summer events where professional financial advisors across the country gather to gain new business insights through industry-leading speakers, network with a community of like-minded professionals, share critical thoughts on the industry, strengthen individual practices, and develop relationships with peers.

### ADVOCIS REGULATORY AFFAIRS SYMPOSIUM

The annual Advocis Regulatory Affairs Symposium, which premiered in 2009, has grown in stature every year. Sponsoring the Symposium raises your profile where it matters most — with key decision-makers and industry leaders. Each symposium attracts hundreds of attendees from all facets of the financial services industry — including high profile advisors, national and trade media, representatives of insurance companies, mutual fund dealers, banks, law firms, accountancy firms, professional associations, and regulators (including the Canadian Securities Administrators, Canadian Council of Insurance Regulators, Investment Industry Regulatory Organization of Canada and the Mutual Fund Dealers Association of Canada). The Symposium reviews in-depth cutting-edge issues of concern to financial advisors, product manufacturers, dealers and other major stakeholders; features speakers of the highest quality, including industry thought leaders and senior executives from some of Canada's most prominent companies; and engages the regulatory authorities and government officials who are directly responsible for the financial services industry.



## FORUM MAGAZINE

Advertise your brand in [FORUM](#), an award-winning magazine for financial advisors which is distributed to more than 35,000 financial services professionals across the country. Industry experts and seasoned journalists provide valuable insights into the issues and trends that matter most to Canada's financial professionals – including practice management, investing, insurance, financial planning, succession planning, and estate and tax planning – which help financial advisors and planners serve their clients more effectively.

## MEMBERSHIP DEVELOPMENT

Support Advocis' mission of advisor professionalism within your own organization by implementing specific membership development programs with our assistance. Encourage your company advisors to set themselves apart from all others, by becoming part of an association that maintains a rigorous code of professional conduct for its members. Participate in the Corporate Membership Development Program, where first-year advisors entering the business for the first time are provided complementary membership in Advocis. Advocis works with your organization to encourage these advisors to continue their membership with Advocis in the following years by:

- ▶ Developing and implementing an internal communications plan to promote the benefits of membership to Advocis and GAMA International Canada. Assist with membership promotion by directly distributing materials to advisors within your organization
- ▶ We can assist you in promoting Advocis membership in various company events such as sales congresses, regional meetings, and trade shows, as well as include Advocis in formal agenda presentations

## RESEARCH STUDIES

Be in the know and stay up-to-date on public policy issues and the significance of the financial advisor profession in Canada. Together with Advocis, organizations can carry out research studies, typically conducted through third-party consultants, and launch industry papers on a wide range of issues. As a corporate contributor you will be involved in shaping the research study, and have access to research and data that may not necessarily be released publicly.

## ERRORS & OMISSIONS (E&O) INSURANCE

The [Advocis Protective Association's \(APA\)](#) Sponsored Professional Liability insurance plan is one of the largest Errors & Omissions (E&O) plans available to financial advisors. The APA's mission is to provide stable, sustainable, and comprehensive E&O Insurance coverage dedicated to financial advisors by managing relationships with brokers, underwriters, and claims managers. As a National Corporate Partner or Sponsor, the APA can offer numerous added benefits to advisors contracted within your company, such as additional premium discounts. The APA can also offer, when organized through a branch office or head office program, leading-edge Risk Management seminars for your advisors that focus specifically on the practice risks and regulatory requirements advisors face in their daily practice. Through our new [Advocis Broker Services \(ABS\)](#) agency we can offer a broad range of liability insurance products and services, including Commercial General Liability Insurance, Corporate Errors & Omissions Insurance, and Office Property Contents Coverage, to more fully protect your advisors and their practices—and provide them with an easy-to-manage risk management, insurance solution.



### **GAMA INTERNATIONAL CANADA**

[GAMA International Canada](#), a wholly owned association of Advocis, is the only association dedicated to promoting the professional development needs of management in the financial services industry through networking opportunities; education, training, and leadership opportunities; and leader recognition. Help develop more knowledgeable, competent, and productive leaders in financial advice within your organization by promoting GAMA membership to your management-level teams and sponsoring the Leadership and Management (LAMP) Conference. GAMA's annual LAMP Conference is the financial services industry's premier annual meeting. Sponsoring LAMP exposes your brand to more than 2,000 field leaders and industry executives representing more than 50 financial services companies from around the world.

## REGULATORY AND GOVERNMENT RELATIONS EXECUTIVE BRIEFINGS

As a National Corporate Partner, you can take part in two Regulatory and Government Relations Executive briefings each year with senior executives, to hear about and discuss the most pressing regulatory and legislative issues impacting financial advisors. You will be informed about Advocis' key advocacy priorities, and be provided with a forum for exchanging views and ideas about the key challenges and opportunities facing the financial advice industry in Canada.



## ADVOCIS/FORAN LLQP: FULL AND ACCIDENT & SICKNESS PROGRAMS

By partnering with Advocis you will receive volume discounts and preferred rates on licensing programs. Your recruits will be motivated to obtain insurance licenses and build their credibility as an advisor.

The first step for advisors in becoming licensed to offer insurance solutions to clients is to successfully complete an approved Life Licensing Qualification Program (LLQP). Recognized as a leading program with one of the highest first-time pass rates, the [Advocis/Foran LLQP](#) is the best choice to develop a thorough understanding of life insurance to get advisors' careers underway. The [Accident and Sickness \(A&S\)](#) version of the LLQP provides the same industry-leading pass rate experience. The program is offered in both official languages.



### CE ACCREDITATION SERVICE

The Institute's [CE Accreditation Service](#) is Canada's premier accreditation service for Continuing Education (CE) in the financial services industry.

The CE Accreditation Service ensures advisors and planners are receiving the highest quality CE that has undergone an impartial third-party review against the Practice Guidelines for Financial Advisors and Planners.

Advisors can rest assured that programs submitted to The Institute's CE Accreditation Services meet these standards. The CE accreditation makes your programs more marketable and accepted by advisors across Canada. At a cost of \$75 per hour of accreditation requested, all applications for CE accreditation receive a Decision Report. This report identifies the competencies and practice behaviours of the CE program, and assures education providers and advisors that Institute-accredited CE has ironclad defensibility in the eyes of regulators and designation-granting bodies. Once issued, Institute decision reports are valid for two years. Should your organization elect to obtain CE accreditation through The Institute, the administrative fee of \$50 per application will be waived at both the National Corporate Partner and Sponsor levels.

## PROFESSIONAL DESIGNATIONS

Help grow your advisors' expertise in the specialized fields of financial advice to give them a competitive advantage in the marketplace. You will receive volume discounts and preferred rates on programs leading to designations, and your advisors will be more inclined to continue building their credibility to set themselves apart and ahead in their profession.



Canada's premier wealth, tax, and estate planning designation. [CLU](#) designation holders are regarded as elite professional financial advisors who specialize in developing effective solutions for individuals, business owners, and professionals in the areas of risk management, wealth creation and preservation, estate planning, and wealth transfer. Almost 80 per cent of advisors with a CLU designation make more than \$100K.



Canada's only living benefits designation, including disability, critical illness, long-term care, extended health, drug and dental insurance. With a growing market demand for informed health insurance advice, the [CHS](#) designation gives financial advisors the knowledge and expertise they need to take advantage of this specialization.



Canada's most widely recognized financial planning designation. [CFP](#) designation holders are highly regarded for their ability to provide clients with comprehensive financial planning advice and services.

The CLU® and CHS™ designations are conferred exclusively in Canada by The Institute for Advanced Financial Education, a wholly owned subsidiary of Advocis. CCH and Advocis have formed a partnership to develop an FPSC-approved education program leading to CFP® certification.

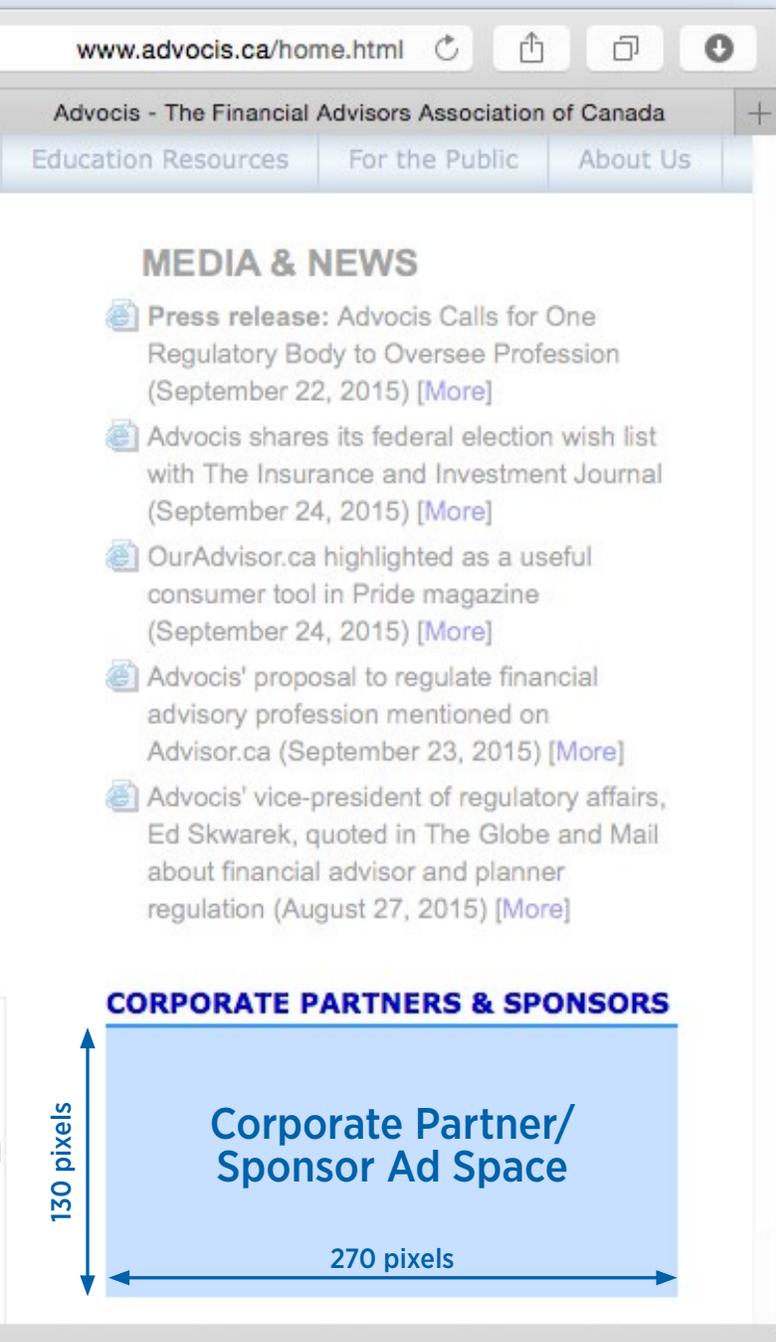
## **CONTINUING EDUCATION (CE) PROGRAMS**

Help your advisors stay up-to-date and support their continued development through CE by receiving volume discounts and corporate partner pricing for your advisors. The Advocis Learning Centre was developed based on the firm belief that education is an ongoing process. Advocis provides access to over 40 [Continuing Education \(CE\)](#) offerings and professional development opportunities for financial advisors to meet their mandatory requirements for industry credentials, licensing credentials, and Advocis membership. CE opportunities are offered through various avenues, including self-study courses and online programs, as well as chapter CE offerings and education programs.

All of the CE programs offered through the Advocis Learning Centre have been accredited by the Institute's CE Accreditation Services. This accreditation means that our programs have received an independent third-party assurance that the content is in alignment with the Practice Guidelines for Financial Advisors & Planners and meet the regulatory requirements across the country.

# CORPORATE PARTNERSHIP PROGRAM

## Website Banner Ad Specifications



As a Corporate Partner or Sponsor, your company logo will be displayed on the corporate partnership banner located on Advocis' homepage:

<http://www.advocis.ca/home.html>

### BANNER ADS MUST BE CREATED FOLLOWING THE BELOW SPECIFICATIONS

**Ad size:** 270 pixels wide by 130 pixels high

**File size:** under 24KB

**File type:** JPG or GIF

**Duration:** 2 seconds for company ad before the next company ad

## ADVOCIS CORPORATE PARTNERSHIP PROGRAM

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The logo for Advocis, featuring the word "Advocis" in a white serif font with a registered trademark symbol. To the left of the text is a green square graphic element consisting of a vertical line on the left and a horizontal line on the top, forming an open square.