



FOR 2026

## National Broker Day – June 3<sup>rd</sup>, 2026

The Insurance Brokers Association of Canada (IBAC) is proud to announce the second annual **National Broker Day** — a day in which Canada’s broker community celebrates the essential role of insurance brokers in the lives of Canadians.

National Broker Day, June 3, 2026, is an opportunity for insurance brokers to recognize the contributions each broker makes to their clients, to their community, and to the Canadian economy at large. It is a day created by us, for us, to celebrate us. And one worth being part of.

“National Broker Day is more than a moment — it’s a message,” says Peter Braid, IBAC CEO. “We’re proud to shine a light on the impact brokers make every day and empower them to share their story with pride.”

We’re not just celebrating brokers. **We’re amplifying their impact.** See below how you and your members can get involved and share your unique story.

### Spotlighting the People Behind the Profession

National Broker Day is most powerful when participation is visible, authentic, and locally driven, and we want to hear from you! We want to hear from real brokers from across the country, sharing what drives them, how they support clients, and why the brokers remain trusted from coast to coast.

Use the templates and video cheat sheet located on the BIPPER Toolbox to help record videos and share your message with brokers and clients across Canada.

### Resources

We’ve made it easy to get involved and be part of things. Items on the BIPPER Toolbox include assets in English and French:

- **8 Templates:** available as PNG images and PSD files. Simply place the template overtop your image to allow for easy customization. Please share online to show your support.
- **Hero Assets** (2 versions): Bilingual NBD announcement image, to be posted on June 3<sup>rd</sup>
- **Shareholder Direct Mail:** brokers can share this pre-written note with their clients to tell them about National Broker Day.
- **Celebration Reference Sheet:** a guide on how to celebrate National Broker Day online and in person.
- **Video Reference Sheet:** a guide on how to film videos, tips and tricks, and interview questions.

Visit [bipper.ca](https://bipper.ca) to access campaign materials. Follow and tag IBAC on social media to take part.

Hashtags: **#NationalBrokerDay | #BipperProud | #JourneeNationaleDesCourtiers | #FierDetreCourtier**

Let’s make this June 3<sup>rd</sup> a moment that brokers — and Canadians — won’t forget.