



## **CELEBRATING 50 YEARS OF THE BAHAMAS INSURANCE ASSOCIATION: MOTTO COMPETITION**

Every February, the Bahamas Insurance Association (BIA) proudly celebrates the vital role the insurance industry plays in the development of The Bahamas. During Insurance Month, we strive to raise public awareness of the significant contributions this industry makes to national progress.

In 2025, we commemorate the 50th anniversary of the formation of the BIA. For half a century, the BIA has been advocating for the best interests of the insurance industry, representing these interests to the Bahamian Government and People, as well as to other local and international bodies.

To mark this significant milestone, we are extending our celebrations to include a special motto competition. We invite submissions from employees and agents of our member companies and will be awarding a cash prize to the winner.

### *Past Mottos:*

- **2024:** Delivering on our Commitment. Today. Tomorrow.
- **2023:** Building a Stronger, Secure Bahamas Together
- **2022:** Insurance & You: Resilient Together

Please see the rules below for more details. We look forward to receiving your entries!

### **INSURANCE COMPANY MOTTO COMPETITION RULES**

#### **1. Eligibility**

- Participation: The competition is open to all employees of BIA Member companies.
- Entry Limit: Each participant can submit up to three motto entries.

#### **2. Submission Guidelines**

- Format: Mottos must be submitted in text format.
- Length: Each motto should be concise, ideally between 4 and 8 words.
- Originality: Entries must be original and not infringe on any copyrights or intellectual property rights.
- Submission Deadline: All entries must be submitted by Friday, September 20, 2024
- Submission Method: Entries should be sent via email to [bahamasinsuranceassociation@gmail.com](mailto:bahamasinsuranceassociation@gmail.com). Subject should read "Motto Competition Entry", with the submitter's name, Company, title, email address and phone number clearly indicated.

#### **3. Evaluation Criteria**

- Relevance: The motto should reflect the BIA's objectives (see [bahamasinsuranceassociation.org](http://bahamasinsuranceassociation.org) for more information).



- Creativity: Entries should be unique and creative.
- Memorability: The motto should be catchy and easy to remember.
- Clarity: The motto should clearly convey a positive message about the BIA and the insurance industry at large.

#### **4. Judging Process**

- Judging Panel: A panel of judges composed of members of the planning committee and BIA board will evaluate the entries.
- Anonymous Evaluation: To ensure impartiality, all entries will be reviewed anonymously.
- Scoring: Each entry will be scored based on the evaluation criteria. The top-scoring entries will be shortlisted.

#### **5. Winner Selection**

- Final Decision: The judging panel will select one winning entry from the shortlisted mottos.
- Announcement: Winners will be announced on Friday, October 4, 2024 via email and social media announcement.
- Winners will be required to come to the BIA Office for a photo.

#### **6. Prizes**

- Winner: The creator of the winning motto will receive \$500 and a BIA anniversary shirt.
- 1<sup>st</sup> Runner Up: \$250
- 2<sup>nd</sup> Runner up: \$150

#### **7. Intellectual Property**

- Rights: By submitting an entry, participants grant the company exclusive rights to use, modify, and promote the motto in any form.
- Acknowledgment: The company reserves the right to credit the creator of the winning motto in promotional materials if desired.

#### **8. General Rules**

- Disqualification: Any entry found to violate the rules or contain inappropriate content will be disqualified.
- Amendments: The company reserves the right to amend the rules and judging criteria if necessary.

#### **9. Contact Information**

- Inquiries: For any questions or additional information, participants can contact the BIA Office at [info@bahamasinsurance.org](mailto:info@bahamasinsurance.org).