



## Independent Insurance Agents & Brokers of New Jersey

### New Jersey State Trusted Choice Reimbursement Program 2011-2012

Receive up to **\$750** in reimbursements for agency advertising and/or marketing expenses that showcase the Trusted Choice brand.

- IIABNJ will reimburse your agency up to \$750 for certain advertising/marketing expenses developed to promote your company as long as they use the Trusted Choice brand. (See acceptable programs and guidelines below.) New members joining Dec. 1, 2010 or after are eligible for a maximum of \$375. An agency must be in good standing to receive reimbursement dollars – i.e. no outstanding invoices or bills owed to IIABNJ.
- **IMPORTANT:** In order for an agency to qualify for reimbursement dollars, the agency must show they are using the Trusted Choice brand on a day-to-day basis by including, along with the application, any one of the following samples showing the Trusted Choice logo: agency letterhead/envelopes, business cards, email signature, web site, or agency signage.
- All costs submitted for reimbursement must be verifiable.
- An agency may submit as many applications as they wish up to \$750. No agency may receive more than \$750.
- The program will run from November 1, 2011 through August 31, 2012 or until funds are depleted. **No funds may be issued after August 31, 2012.** Applications submitted after August 31, 2012 cannot be honored.
- Applications will be processed and approved on a first come, first served basis according to the postmark or the electronic receipt date of the application. **Partial applications will not be accepted.**
- All purchases, advertising activities, sponsorships, etc. eligible for reimbursement must take place within the time frame of November 1, 2011 through August 31, 2012. You may submit an application for consideration for advertising that will take place Jan. 1, 2012 - Dec. 31, 2012 but only if those activities are pre-paid prior to August 31, 2012, your application has been submitted prior to the August 31, 2012 deadline, required proof of payment/expenses has been provided, and your agency has renewed their association dues for the September 1, 2012-August 31, 2013 fiscal year. The Trusted Choice logo is a trademark of IIABA and continued use of it is reserved for members only.
- Agencies who received reimbursement dollars under the previous program (2010-2011) for activities taking place within the 2011 calendar year may not submit for reimbursement dollars under this program (2011-2012) for the same expenses/invoices. Double reimbursement is not permitted - only new expenses are eligible for reimbursement.

## **Program Overview:**

IIABNJ's Trusted Choice Reimbursement Program was been developed to support Trusted Choice agency members extend their branding efforts as a Trusted Choice agency by helping them build connections with their consumers and other individuals throughout their community.

By taking advantage of the reimbursement program to promote your agency, you can:

- Establish and maintain a presence in your market.
- Establish the good will values of Trusted Choice to your local community.
- Leverage existing Trusted Choice advertising and promotions.
- Legitimize yourself and your business as a trusted agent.
- Generate interest in your business and its services.
- Differentiate yourself from direct and captive writers, 800#'s, lizards and cavemen, etc.

## **Programs Eligible for Reimbursement:**

### **Advertisements**

Outdoor billboard, radio, television, and print advertising, where the Trusted Choice logo and/or website is included. Online advertising is also acceptable and must consist with the Trusted Choice online banner advertising. Banner ads must include the Trusted Choice logo and direct visitors to a web page - such as an agency web page - that also includes the Trusted Choice logo.

**\*\*Important Note:** Reimbursements for Yellow Page Advertising is ineligible under the 2011-2012 program. Any reimbursements submitted for yellow page, or other telephone book advertisements, will not be approved.

Professionally produced, customizable print, outdoor billboard, radio and cable TV ads are available for your agency's use on the Trusted Choice website ([www.trustedchoice.com](http://www.trustedchoice.com)). Nominal processing fees will apply. Alternatively, you may use your own designs provided the Trusted Choice logo and/or website are incorporated into the art and/or message.

Reimbursement will apply only to direct media or production costs, not on market research.

### **Ad Requirements:**

- Website banner ads - The Trusted Choice registered logo must cover at least 10 percent of the ad space and the logo must be proportionate to ad size.
- Print ads and television - The Trusted Choice registered logo must cover at least 10 percent of ad space and logo must be proportionate to ad size.
- Radio - Audio copy must devote at least 10 percent of time to Trusted Choice.
- Billboard Ads – The Trusted Choice registered logo must cover at least 10-15 percent of ad space, be positioned appropriately, and be legible from 150 yards. The Trusted Choice registered logo must also be proportionate to ad size.

### **Agency Marketing Materials (Give a ways and/or promotional items)**

Expenses associated with agency marketing materials, such as: agency signage, exhibit booths, brochures, direct mail pieces, apparel, client give-a-ways, etc. where the Trusted Choice logo is displayed.

**\*\*Important Note:** Expenses for ordinary business items such as letterhead, envelopes, and business cards are not eligible for reimbursement under this program. These items may, however, be eligible for reimbursement under the national marketing reimbursement program. Information about that program is located at [www.TrustedChoice.com/mrp](http://www.TrustedChoice.com/mrp). You must be logged in with your IIABNJ user ID and password to access this information.

Item Requirements:

- The Trusted Choice registered logo must take up a minimum of 20% of the available print space.

### **Local Community Sponsorships**

Expenses associated with the agency sponsorship of local/community activities and/or functions including, but not limited to: sporting events or competitions, athletic teams (i.e. – little league teams), art events or competitions, festivals, charitable events, community facilities, civic groups, etc.

Sponsorship Requirements:

When promotions of the agency's sponsorship is conducted, the Trusted Choice registered logo must be prominently displayed. The layout of the Trusted Choice registered logo must be equal to any agency name lettering or logo. Only the cost of the actual sponsorship will be reimbursed. Additional items, such as t-shirts, signage, ads, etc related to the event are ineligible.

### **Other:**

Additional programs and initiatives will be given consideration and reviewed by members of the Trusted Choice Committee should they not fit clearly within any of the categories above.

**The Trusted Choice work group (comprised of fellow independent agents and Trusted Choice partner company representatives) has the right to review, approve, or reject any reimbursement requests/applications that it deems inappropriate or unworthy of matching fund dollars.**

### **Required Documentation:**

**All four items below must be submitted together. Incomplete or partial submissions can not be accepted and will be returned.**

1. **Claim Form:** Complete the Trusted Choice Reimbursement Claim Form attached to the last page of this document.
2. **Verification of Expenses:** Includes either a signed contract or invoice.  
Sponsorship programs - Provide a copy of the signed contract/agreement  
Advertising programs - Provide a copy of the advertising invoice  
Marketing materials - Provide a copy of the invoice
3. **Sample of Ad:** Include one of the following:  
Pictorial evidence (picture of team shirt, signage, advertisement, give a way, etc.)  
Advertisement tear sheet or proof  
Advertisement script (television or radio)  
Artist/Printer Proof  
Sample of your marketing piece
4. **Additional Use of Brand:** In addition to the items specified in 1-3 above, in order to qualify for reimbursement dollars, the agency must show an additional use of the Trusted Choice brand by including any one of the following carrying the Trusted Choice logo: agency letterhead or envelope, business card, copy of email signature, logo or pledge of performance on website, or picture of agency signage.

If your application is approved, you will receive a reimbursement check within two to three weeks.

**IIABNJ 2011-2012 Trusted Choice Reimbursement Program Claim Form**

Agency Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Program type: (circle one):     Advertising             Marketing Materials             Sponsorship

Name of vendor you are advertising with, purchasing marketing materials from or name of organization you are sponsoring: \_\_\_\_\_

Type of advertising, marketing piece, or sponsorship: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Timing when the will ads run, sponsorship take place, or when and how the marketing materials will be used:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Your Cost: \_\_\_\_\_

Notes/Comments: \_\_\_\_\_

\_\_\_\_\_

**Required Documentation:**

All four items below must be submitted together. Incomplete submissions can not be accepted and will be returned. Check that you have included the following:

- Claim Form: Completed Trusted Choice Reimbursement Claim Form
- Verification of Expenses: Signed Contract or Invoice
- Sample of Ad: Photograph, Tear Sheet, Script, Sample, or Proof
- Additional Use of Brand: Letterhead, Envelope, Email Signature, Business Cards, Website, Signage

**Submissions should be forwarded to IIABNJ at:**

Mail: PO Box 3230, Trenton, NJ 08619

Email: [sgallagher@iiabnj.org](mailto:sgallagher@iiabnj.org)

Fax: 609-587-4515, Attn: Stacey Gallagher