

# 2022 Trusted Choice® Marketing Reimbursement Program (MRP)



## Guidelines - Option 1 (Co-branding)

Option 1: Up to **\$1500** for use of the Trusted Choice logo on consumer-facing ads and items. \$750 towards digital marketing efforts and an additional \$750 towards traditional marketing efforts.

### **1a.: Digital Co-branding (Digital Marketing Incentive) – \*Open to all members (INCLUDING those that have used MRP funds before)**

Use of any of the Trusted Choice customizable campaigns or custom campaign created by member that includes the Trusted Choice logo. This includes video production, advertising costs (Display ads, social ads, YouTube, etc.) Agencies will be reimbursed 75% of cost with a max value of \$750 in 2022. Additional funds may be made available in 2023.

### **1b: Traditional Co-branding - Available for new members and first time MRP users only.**

Members may utilize the funds by adding the Trusted Choice logo on any non digital consumer-facing items. Usage includes, but is not limited to, Trusted Choice printed ad materials, promotional giveaway items, original advertising, signage, event sponsorship or collateral items like business cards or stationery. Agencies will be reimbursed 50% of cost with a max value of \$750 per agency location. This is a lifetime max value.

**\*Marketing efforts must take place in calendar year 2022 to be eligible. Reimbursement requests accepted through 2/28/23.**

For Trusted Choice ad materials go to the Marketing Campaigns page on the Trusted Choice site. Trusted Choice ad materials can be customized free of charge by Trusted Choice and returned to you ready for your vendor. There are print, digital, video, and radio ads that can be customized.

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### Guiding principles of the Marketing Reimbursement Plan:

- Allows for any eligible activity involving the Trusted Choice logo in external messaging with consumer impact for members; and for an updated digital presence for all members.
- The application must provide reasonable documentation that an expense was incurred and paid.
- The nature of the expense is reasonably correlated to the external messaging and promotes the Trusted Choice brand to consumers.
- **The MRP will not reimburse ongoing expenses like directory listings, subscriptions to marketing services, expenses for yellow pages ads, website hosting/maintenance outside of preferred vendors or other phone book type advertising.**

### Application Information:

To apply for reimbursement, a Trusted Choice Agency must submit to Trusted Choice:

- Completed reimbursement application form. Applications can be submitted on the Trusted Choice member website or emailed to [Trusted.Choice@iaba.net](mailto:Trusted.Choice@iaba.net).
- Option 1 - The approved design proof/sample/picture of each of the materials to be reimbursed (in color if possible).

All invoices must be dated in 2022. Applications are considered in the order they are received. Allow a minimum of 8 to 10 weeks for processing, but be aware that it may take longer depending on volume of applications received at any given time. **Trusted Choice reserves the right to deny any request for reimbursement that uses the Trusted Choice logo in a manner that is not consistent with the Trusted Choice Brand Style Guide or the guidelines of the MRP. Only the Trusted Choice logo is eligible for reimbursement from the MRP.**

If you are unsure about an item or use of the logo, want to get pre-approval of an item or proof prior to printing, or need to check if your agency or branch locations are eligible for any reimbursement, email us at [Trusted.Choice@iaba.net](mailto:Trusted.Choice@iaba.net) or call 800.221.7917.