

2022 Trusted Choice® Marketing Reimbursement Program (MRP)



Guidelines - Option 2 (Digital Upgrade)

Option 2: Digital Upgrade - Available to all member agencies. (One per agency).

\$500 for signing up to use a preferred digital vendor to create a new website for your agency.

Current preferred vendor includes:

- ITC, Forge3 ActiveAgency, Titan Web, Advisor Evolved, Agency Revolution and Marketing 360
- This is a flat reimbursement of \$500.
- Website must have been built 2022.
- Website must include Trusted Choice logo on homepage.
- Each provider does bill differently. You must have spent at least \$500 before applying for reimbursement with proof of payment.
- Additional services from vendor are NOT eligible for reimbursement.

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@iiba.net.
- Option 2 (web upgrade): Invoice(s) or receipt(s) showing proof of payment are required. Please also include the agency' website on the application form.

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@iiba.net or call 800.221.7917.