

2021 Trusted Choice® Marketing Reimbursement Program (MRP)



Guidelines - Option 1 (Co-branding)

Option 1: Up to **\$750** for use of the Trusted Choice logo on consumer facing items. All eligible agency locations will be reimbursed 50% of total invoice. Option 1a is max value of \$750 per agency, option 1b is max value of \$750 per agency location.

1a.: Cobranding with Trusted Choice - Digital Marketing Focused – *Open to all members (INCLUDING those that have used MRP 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/ad production, advertising costs (Display ads, social ads, YouTube, etc.)

1b: Cobranding with Trusted Choice - Available for new members and first time MRP users only.

Use of the Trusted Choice logo on any consumer facing items. This includes, but is not limited to, Trusted Choice ad materials, promotional items, original advertising (non-Freedom campaign ads), signage, or collateral items like business cards or stationery.

***Marketing efforts must take place in calendar year 2021 to be eligible. These funds will most likely not be made available again in 2022.**

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.

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.
- 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 2021. 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 or call 800.221.7917.