

2021 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 and Marketing 360.
- This is a flat reimbursement of \$500.
- Website must have been built 2021.
- 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@iiaba.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@iiaba.net or call 800.221.7917.