



# 2019 Trusted Choice® Marketing Reimbursement Program (MRP) Guidelines

In order to deliver the brand experience to your customers consistent with Trusted Choice, Trusted Choice will reimburse a portion of expenses incurred **in 2019** by Trusted Choice agencies in cobranding advertising and marketing materials; and in creating or updating a digital presence to include the Trusted Choice logo. This is not meant to replace your agency's brand, but to complement it by including the **Trusted Choice** branding in your marketing efforts. **Reimbursement will only be made for use of the Trusted Choice logo** (not the IIABA association logo, which looks very similar). All reimbursements will be made per the tiered schedule below.

There are four guiding principles of the Marketing Reimbursement Plan:

- Allows for any activity involving the Trusted Choice logo in external messaging with consumer impact for new members and first time MRP users; 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, or other phone book type advertising. (\*website hosting/maintenance outside of web.com after June 1<sup>st</sup>)**

## Tiered Reimbursement Schedule

There are 2 levels of reimbursement provided by the MRP in 2019:

### Tier 1: **Available for new members and first time MRP users only.**

The MRP will reimburse up to \$750 for use of the Trusted Choice logo on any consumer-focused items. All eligible agency locations will be reimbursed at 50% of the invoice amount, up to \$750 maximum reimbursement per member location. This includes, but is not limited to, Trusted Choice ad materials, promotional items, advertising, signage, or collateral items like business cards or stationery.

For Trusted Choice ad materials go to: <https://cobrand.iiaba.net/made-for-you>. 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. You can click "more" on the ad and "view image" to check the item, and then click "order" for the customization. There is no charge to your agency to customize the ads. For radio ads, you would click "play audio" to listen, and then "download" for the ads you want to send to the radio station to record your tag.

### Tier 2: **Available to all member agencies. (One per agency).**

The MRP will reimburse a member agency \$479 for participating in the Digital Reboot offering provided by Trusted Choice. The Digital Reboot program consists of an agency digital review, creating a robust agency website through our Web.com partnership (and keeping the site active for a minimum of 3 months) as well as 3 months of an Advantage Subscription agency profile on TrustedChoice.com. These subscriptions are being offered at a discounted rate for member agencies and further reduced via the MRP (bringing an agency's total cost to less than 50% for the first 3 months). To receive the reimbursement, member agencies can submit proof of 3 month's payment to Web.com and TrustedChoice.com using the form at <https://cobrand.iiaba.net/money>

New members or first-time users of the MRP can be reimbursed up to \$1229 if they take advantage of both tiers 1 and 2. All funds reimbursed are on a first come first served basis. **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.**

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

- the completed reimbursement application form (on the next page of this document or at <https://cobrand.iiaba.net/money/marketing-reimbursement-program-guidelines>
- the approved design proof/sample/picture of each of the materials to be reimbursed (in color if possible). For digital (tier 2) reimbursement no proof is necessary, but please include proof of payment for at least 3 months of both TrustedChoice.com and Web.com services.
- invoice(s) **or** receipt(s) showing proof of payment

**All invoices must be dated in 2019.** Applications can be submitted on the Trusted Choice member website at <https://cobrand.iiaba.net/money>, mailed to the address on the form, or emailed to [Trusted.Choice@iiaba.net](mailto:Trusted.Choice@iiaba.net).

**Processing Time:** 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.

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](mailto:Trusted.Choice@iiaba.net) or call 800.221.7917.



## 2019 Trusted Choice® Marketing Reimbursement Program (MRP) Application

**PLEASE REVIEW THE GUIDELINES FOR REIMBURSEMENT, INCLUDING THE CHANGES FOR 2019 and COMPLETE ALL OF THE INFORMATION REQUESTED BELOW. TRUSTED CHOICE WILL NOT CONSIDER ANY REIMBURSEMENT REQUEST WITHOUT ALL REQUIRED INFORMATION AND MATERIALS.**

RETURN:

D THIS FORM, WITH ALL INFORMATION REQUESTED

D APPROVED DESIGN PROOFS FROM THE VENDOR or SAMPLE/PICTURE OF ITEMS

D COPY OF INVOICE or RECEIPT SHOWING PROOF OF PAYMENT (must be dated in 2019)

DATE: \_\_\_\_\_

AGENCY NAME: \_\_\_\_\_  
(Please print clearly the exact name that should appear on the check, as it appears in Trusted Choice®)

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

TOTAL AMOUNT SPENT: \_\_\_\_\_

REIMBURSEMENT AMOUNT SOUGHT: \_\_\_\_\_

Additional Comments:

Send in this completed form and all required supporting materials to:

**Trusted Choice®<sub>7</sub>, Inc.**  
**Attention: MRP**  
**127 South Peyton Street**  
**Alexandria, VA 22314**

**OR BY EMAIL TO:**  
[Trusted.Choice@iiaba.net](mailto:Trusted.Choice@iiaba.net)

**OR APPLY DIGITALLY AT:**  
<https://cobrand.iiaba.net/money>

Applications are processed in the order 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.**

We accept applications for reimbursement through February 2020, provided invoices are dated in 2019 – and if funds allocated to the MRP have not been exhausted.