

COMMITMENT to COMMUNITY

Marketing Reimbursement Program

This reimbursement program is centered around member's community participation. Members promote their agency alongside Trusted Choice®, which aids to reinforce the independent agent delivery system.

Advertising reimbursement available on first come/first serve basis. IIAI will reimburse member agents up to **50% OF COST FOR COMMUNITY ACTIVITY UP TO A \$1,000 MAXIMUM!** Events must occur between SEPTEMBER 1, 2025 THROUGH AUGUST 15, 2026. Maximum total campaign budget is \$25,000. **NOTE: regardless number of additional names or locations, the maximum reimbursement amount remains at \$1,000.**

Mandatory Requirements Must be Met on All Submissions

- **ALL event promotion must use Trusted Choice® logo or mention Trusted Choice if doing a radio/television/podcast**
- **Trusted Choice® logo must be present on agency websites and Facebook pages**



IDEAS ARE ENDLESS

- Host free swim at local pool
- Lunch & learn
- Ice cream social
- Sponsorship of 5K, rodeo, fair, community festival
- Help repair/replace park/school equipment
- Offer water/snack station at 5K or community event
- Sponsor a picnic in the park for your community
- Sponsor a community movie night
- Blood drive sponsor
- Host insurance awareness day
- Host summer concert series
- Sponsor sporting event/game
- Community welcome kits
- Sponsor a school book for classroom

Steps to Participate:

Monetary Donations do NOT Qualify



Submit Promotional Layout Requests

to Nicole Peffers at the IIAI office (515/402-4038 or email her at nicole@iiaaiowa.org) that can then be submitted to your advertising vendor. **TRUSTED CHOICE LOGO MUST BE USED IN PROMOTION MATERIALS & EVENT; OR YOUR APPLICATION WILL BE REJECTED.**



Pre-Approve by Submitting Application & Promo Vendor Mock-up or Scripts

to Angie Cooper at angiea@iiaaiowa.org. **WEBSITE & FACEBOOK LOGO REQUIREMENTS MUST BE MET REGARDLESS OF ACTIVITY OR APPLICATION WILL BE REJECTED.** SEE LOGO OPTIONS AT <https://cobrand.iiaba.net/logos>



After Event - Email

Copy of your **FINAL INVOICES, ADS/PROMOTIONS USED IN CONJUNCTION WITH EVENT & SIGNED APPLICATION** to Angie Cooper at the IIAI office no later than **August 15, 2026** in order to be eligible to receive reimbursement. Email: angie@iiaaiowa.org



YARD SIGN & POSTER EXAMPLES

HOPKINS
INSURANCE
Celebrating 20 years
2000-2020


Help us celebrate 20 years at our
Drive Through Ice Cream to Go
Monday, June 29
11AM - 1 PM
216 Front Ave.
Pocahontas, IA



Ice cream from us to you
Supplied by
Beekman's Homemade Ice Cream

10th Annual Alzheimer's
5k and Half Marathon/3 Person Team Half



SPONSORED BY  **New Eagle Insurance**
alzheimer's association

Your local Trusted Choice Agent
New Eagle Insurance
Iowa, Illinois, Wisconsin
(563) 582-5834


Cheers!
175 YEARS OF BROOKLYN

THIS CONCERT IS SPONSORED BY
BEAR CREEK
Insurance Agency

THANK YOU FOR YOUR BUSINESS & ENJOY THE SHOW

THE PORK TORNADOES



special guest



HOPKINS
INSURANCE
Celebrate 25 years with Hopkins

BOWLING @THE ZONE

The entire month of April
individuals & families can
bowl one free game!
until 150 games are met

1 FREE GAME





Thank you!

**INSURANCE AWARENESS DAY
& CUSTOMER APPRECIATION**

THANK YOU FOR TRUSTING US TO TAKE
CARE OF YOUR INSURANCE NEEDS!

Wednesday, June 28
9 a.m. - 11 a.m.
Come get a cup of coffee on us!
120 N Main St. | North English
Contact Us
319-664-3000



GRE
Grimm Real Estate & Insurance, Inc.
Grimm Insurance Team

Here for all of your insurance needs!
Auto | Recreational | Home
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COMMITMENT to COMMUNITY

Marketing Reimbursement Program Application

Sponsored by IIAI to offer member agencies the flexibility to promote their agency alongside Trusted Choice® to reinforce the independent agency delivery system. **Monetary Donations do NOT Qualify.**

Mandatory Requirements Must be Met on All Submissions

- ALL event promotion must use Trusted Choice® logo or mention Trusted Choice if doing a radio/television/podcast
- Trusted Choice® logo must be present on agency websites and Facebook pages

✓ **PRE-SUBMIT MOCK-UPS AND ANY MEDIA SCRIPTS FOR ALL ADS THAT WILL BE PLACED.** Contact Nicole at nicole@iiaaiowa.org for assistance with signage mockup.

✓ **PRE-SUBMIT FOR APPROVAL.** After commitment is completed, all documents and receipts **MUST accompany reimbursement request.** Submit to Angie at angie@iiaaiowa.org or 4000 Westown Parkway, Suite 200, West Des Moines, IA 50266

Agency Name: _____

Address: _____

Contact: _____ Phone: _____ Email: _____

Website: _____

HOW WILL YOU BE COMMITTING TO YOUR COMMUNITY?

Date _____ Location: _____

Event Description: _____

Agency's Involvement: _____

If partnering with an established event/program, who is it? _____

HOW WILL THE EVENT BE PROMOTED? (Submit copy of signage mock-up - Trusted Choice logo must be included)

WHAT ADVERTISING WILL BE DONE FOR THE EVENT? (Submit copy of ad mock-up - Trusted Choice logo must be included)

ESTIMATED NUMBER OF PEOPLE THAT WILL SEE YOUR EVENT & ADVERTISEMENTS: _____

ESTIMATED COSTS ASSOCIATED WITH THE EVENT AND ADVERTISING: _____

Reimbursement on first come/first serve basis. IIAI will reimburse **50% OF COST OF COMMUNITY ACTIVITY UP TO A \$1,000 MAXIMUM!** Events must occur between OCCURRING 9/1/25 THROUGH 8/15/26. Maximum total campaign budget is \$25,000. ***NOTE: regardless of number of additional names or locations, the maximum reimbursement amount remains at \$1,000.**