

# Strength Through Teamwork

Association Marketing



## Mutual of Omaha's Association Marketing Requirements

- **Point of Contact** – Your Sales Director will be your point of contact. He or she will be able to help answer any questions you may have regarding requirements or the set up process.
- **Proposal Request** – The marketing plan and association bylaws must be submitted with the original proposal.
- **Exclusivity** – The association discount is exclusive to the marketer and/or producer who submits the proposal first.
- **Application Processing** – Applications won't be processed with the discount unless the approved group number is listed on the applications. This number will be provided by your Sales Director once they receive approval.
- **Production Requirement** – A minimum of 12 applications must be issued annually or the agreement with the association will be terminated.

## Proposal Request Guidelines and Process

Please review these guidelines before submitting a proposal request.

### Association Approval Requirements

An organization must:

- Have at least 100 members
- Have been in existence for at least two years
- Have bylaws and officers
- Have members who pay dues or fees on a regular basis and vote on officers and matters of policy

An organization will not be eligible for the program benefits if it is:

- Formed for the purpose of obtaining insurance
- Formed to promote political views
- Primarily consisting of members with hazardous occupations
- Social or religious in nature

*The home office reserves the right to final approval or disapproval of all association group requests based on product, underwriting and marketing assessment of each group's fit for the program.*

## Association Approval Process

