



Put Some Steak in the Game

2024 Summer Sales Campaign | April 1 – July 15

This sales campaign includes life, DI and annuity and each paid application will count as one point. All variable products are excluded.

Paid application count	Points
Life Insurance	1
Annuities	1
Disability Income Insurance	1

The top point earners will win Piedmontese® Steaks and will be awarded based on the categories below.

Categories	Number of Winners
Agency and Advisor Distribution (top 5 in each region)	60
Independent Distribution (top 5 in each region)	10
DI Sales and Distribution (top 3 in each region)	9
All Distributions Drawings	10

Grand Prize: Six winners and their guest will win a trip to Lincoln, NE to watch the Nebraska Cornhuskers take on the Rutgers Scarlet Knights on Oct. 5.

Categories	Number of Winners
All Steak Winners Drawing	5
Ameritas Growth Leader Member Drawing (anyone with 5+ applications during the campaign are eligible for drawing)	1

The trip kicks off on Friday with meetings and a home office visit. Flights, three-night hotel stay, meals and football tickets are included.





Contest is available to all financial professionals. Financial professionals must be in good standing with Ameritas to be eligible. "Good standing" will be determined by Ameritas in its sole discretion. If an application is split with another financial professional(s), the points will be based on the percentages of the commission split. Certain distribution channels must be published to win. All business must be paid by July 15, 2024. Financial professionals may only win once in the steaks and game category. No substitutions will be offered.

All applications must be paid during the campaign period. Excludes all variable products. Term conversion cases are included. Focus 10 Life and list bill cases are counted as 20% for every life. If an application is split with other financial professional(s), the application count is based on the percentage of commissions split.

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