

# Strength Through Teamwork

Association Marketing Materials



We want to help you and your producers team up with associations. Our updated marketing materials are a great way for your producers to tell the story about how our products can help meet the financial needs of association members, while offering premium discounts not available to the general public.

## Getting Started

Help your producers establish themselves as a trusted resource with associations.

- **Association Marketing Benefits Brochure (460553)**



This brochure provides some of the key reasons how your producers can grow their business by working with associations. The brochure also includes the products they can offer with their association discounts.

## The Guidelines

Do the associations your producers want to target meet our requirements? Find out.

- **Proposal Request Guidelines and Process flyer (457700)**



This flyer lists specific association requirements and provides a detailed step-by-step association approval process, from submitting a proposal to receiving Mutual of Omaha's final approval.

## Our Products

There are two products your producers can offer to association members – disability income insurance and long-term care insurance. The flyers listed below can be used to inform the association contact about the need these products help meet and the premium discounts the association members can receive.

- **Disability Income Insurance flyer (460550)**
- **Long-Term Care Insurance flyer (460551)**



## Market to Association Members

Once with an association, your producers can ramp up their marketing efforts to target association members.

- **Helping Protect What Matters Most flyer (460549)**



This flyer can be customized to include the association's name, a picture that relates to the association your producers are targeting, and the or products the association members can purchase at a discount.