

# ASSOCIATION PLUS<sup>®</sup>

## 2016 MARKETING KIT



ATTORNEYS



BANKERS



DENTISTS



CPAs



GENERAL



TEACHERS

# WELCOME TO ASSOCIATION PLUS

The materials in this year's Association Plus marketing kit are targeted to these groups: attorneys, bankers, CPAs, dentists, and teachers. The general set of materials may be used with any other approved Association Plus group. All materials available can be customized with the association's name and with your agency contact information.

Materials are provided to West Bend agencies free of charge. A variety of materials in the kit will help you market the program, including:

## LETTERS

The letter is a good tool for introducing the Association Plus program. *Do not request letters from West Bend. Simply reproduce the letter on your agency's letterhead, filling in the appropriate information where necessary. For an electronic copy of the letter, as well as electronic files of this Marketing Kit and order form, please go to WBCConnect / Tools / Personal Lines / Association Plus Marketing Kit.*

## POSTERS

Posters are great for displaying in cafeterias and break rooms.

## FLYERS

Appropriate for mailings or handing out at conventions, meetings, etc.

## ENVELOPE STUFFERS

Designed for inclusion in mailings or with payroll.

## BROCHURES

Used in mailings or as handouts at meetings, conventions, etc.

## DIRECT MAIL CARDS

A good way to reach members who live in a wider geographic area.

## HOW TO GET MATERIALS:

- Review this packet to determine which materials you'll need to market Association Plus.
- Complete the form on the back page of this booklet. PLEASE SPECIFY which materials and quantities of each you'll need. Choose the group of materials that best suits your needs, or write in the name of the approved association (for general materials).
- Be sure to provide us with the name of the group and your agency contact information.
- Fax the order form on the back page to Mandy Staver at (262) 338-5171.  
or
- For an electronic version of this form, please go to WBCConnect, Tools, Personal Lines.
- Materials will be sent to your agency within 10 working days.
- Materials are provided to West Bend agencies free of charge.

# LETTER EXAMPLE

## AGENCY LOGO

I'm pleased to tell you that you're eligible for West Bend's Association Plus® program!

Association Plus combines the unique features of West Bend's Home and Highway® policy with a special discount for members of professional associations or groups that belong to the Association Plus program. As a member of <ASSOCIATION NAME>, you'll receive a special group discount on your home and auto insurance!

The Home and Highway offers many unique features:

- Coverage for just about everything you own: home, condo, or rental unit, as well as cars, truck, boat, motorcycle, snowmobile, jewelry, even collections and antiques ... all on one policy with one premium, one bill, and one deductible.
- Getting a portion of your annual premium back – in cash – if you don't have a claim all year!
- Guaranteed replacement cost with no cap, so if your home is destroyed by a fire or a tornado, West Bend will pay what it costs to replace it, even if it's more than your policy's limits.
- Additional coverage to replace damaged or destroyed covered property with property that's better for the environment, safer, or more efficient than the property being replaced.
- Automatic coverage for some of the costs you may incur, including most veterinarian expenses, if a beloved family pet is the victim of a covered accident.
- The Identity Protection Program with a wide variety of proactive identity protection services to help avoid identity theft, one-on-one access to a fraud specialist, and \$30,000 to cover out-of-pocket expenses to recover a stolen identity.

Association Plus and the Home and Highway policy are offered by West Bend, a Midwest company that's been serving Midwest policyholders since 1894.

This is a great opportunity to insure your valuable possessions with a comprehensive program that offers outstanding benefits and discounts! Our team of insurance specialists would appreciate the opportunity to provide you with personalized service. If you have any questions or would like to schedule an appointment to learn more, please call <AGENCY NAME> at <PHONE NUMBER>. We look forward to serving you.

Name

Agency Name

# ATTORNEY PACKAGE ...

## ASSOCIATION PLUS®

COVERAGE FOR JUST ABOUT EVERYTHING YOU OWN.



ONE POLICY, ONE PREMIUM, ONE BILL, ONE DEDUCTIBLE.

CASH BACK IF YOU DON'T HAVE A CLAIM.

GUARANTEED REPLACEMENT COST FOR YOUR HOME.

AND A SPECIAL DISCOUNT JUST FOR ATTORNEYS.

YOU GET IT ALL  
– AND MORE –  
WITH ASSOCIATION PLUS.

With West Bend's Association Plus program, you get our exceptional Home and Highway® policy which protects your valuable property, along with a variety of terrific coverages, benefits, and discounts, including:

- A group discount just for members of an attorneys' association.
- Many other discounts, including ones for newer and updated homes, safe and accident-free drivers, and good students.
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TO FIND OUT MORE, CONTACT THIS  
OFFICIAL SUPPLIER OF THE SILVER LINING:

### Agency Name

Agency Address • City, State, Zip  
Email • Website • Phone Number



Poster  
11" x 17"

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**COVERAGE FOR JUST ABOUT EVERYTHING YOU OWN.**



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**Flyer**  
 8.5" x 11"

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**Envelope Stuffer**  
 3.33" x 8.5"

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**Direct Mail**  
 9" x 6"

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**Brochure**  
 11" x 8.5"

**Independent insurance agents**  
 West Bend is represented by only the finest independent insurance agents who can choose from a variety of coverages and services to find what's best for you. These agents aren't just voices on the phone, they're business people you can trust to do what's best for you. To find an agency near you, visit [theilverlining.com](http://theilverlining.com).

**West Bend. Insurance you buy when you can't afford anything less.**

**The Silver Lining**  
 West Bend Mutual Insurance Company was founded in 1894 in West Bend, Wisconsin and has been providing comprehensive insurance coverages for more than 120 years.

At the core of everything we do lies a simple premise: A sincere desire to help our customers through problems and adversity. To make sure that positives come from negative situations. To step up when they need us. To do the right thing.

The worst brings out our best®  
 That's The Silver Lining.

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**These coverages can be added for a modest additional cost ...**

- **TravelNet**, the 24-hour emergency roadside service that provides you with worry-free driving 24 hours a day, 7 days a week anywhere in the U.S. or Canada.
- **Personal umbrella** coverage provides you with a larger layer of liability protection for claims or legal actions such as personal injury.
- **The Protector** Coverages provide three levels of protection for your home. One is automatically included on the policy at no additional charge. The other two levels bundle popular coverages at preferred prices which are more economical than purchasing these coverages separately.
- **The Identity Protection Program** with a wide variety of proactive identity protection services to help avoid identity theft, one-on-one access to a fraud specialist, and \$30,000 to cover out-of-pocket expenses to recover a stolen identity.

**Convenient payment options are available**

- Choose the payment option that best suits your needs:
- Use electronic funds transfer into which your annual premium is divided equally into monthly payments (with a nominal handling fee per payment) and automatically withdrawn from your bank account each month.
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- Pay your entire annual premium just once with no handling fee.
- Divide your annual premium into two or four payments (including a nominal handling fee).
- Charge your payment to your Visa, MasterCard, Discover, or American Express account.
- Enroll in [paysmyinsurance.com](http://paysmyinsurance.com).

**Silver Lining Claims Service**

You expect more than just peace of mind when you buy insurance. If your property is damaged or stolen, you should have a fast, fair payment. With West Bend, you'll get it. For immediate claim service anytime, call **DirectConnect** toll free at 1-877-922-5246.

We've worked hard to earn our reputation for extraordinary claims service and we'll continue to work hard to keep it.



# BANKER PACKAGE ...

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COVERAGE FOR JUST ABOUT EVERYTHING YOU OWN.

ONE POLICY, ONE PREMIUM, ONE BILL, ONE DEDUCTIBLE.

CASH BACK IF YOU DON'T HAVE A CLAIM.

GUARANTEED REPLACEMENT COST FOR YOUR HOME.

AND A SPECIAL DISCOUNT JUST FOR BANKERS.

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Poster  
11" x 17"

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Independent insurance agents  
 West Bend is represented by only the finest independent insurance agents who can choose from a variety of coverages and services to find what's best for you. These agents aren't just voices on the phone, they're business people you can trust to do what's best for you. To find an agency near you, visit [theilverlining.com](http://theilverlining.com).

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# CPA PACKAGE ...

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AND A SPECIAL DISCOUNT JUST FOR CPAS.

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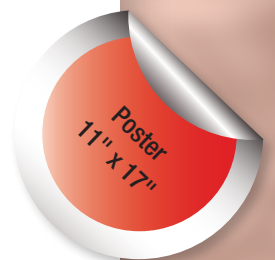
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**Independent insurance agents**

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**The Silver Lining**

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At the core of everything we do lies a simple premise: A sincere desire to help our customers through problems and adversity. To make sure that positives come from negative situations. To step up when they need us. To do the right thing.

The worst brings out our best®  
 That's The Silver Lining.

**TO FIND OUT MORE, CONTACT THIS OFFICIAL SUPPLIER OF THE SILVER LINING:**

**Agency Name**  
 Agency Address  
 City, State, Zip  
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**ASSOCIATION PLUS®**  
**COVERAGE FOR JUST ABOUT EVERYTHING YOU OWN.**



ONE POLICY, ONE PREMIUM, ONE BILL, ONE DEDUCTIBLE.  
 CASH BACK IF YOU DON'T HAVE A CLAIM.  
 GUARANTEED REPLACEMENT COST FOR YOUR HOME.  
**AND A SPECIAL DISCOUNT JUST FOR CPAs.**

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 — AND MORE —  
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We've worked hard to earn our reputation for extraordinary claims service and we'll continue to work hard to keep it.



# DENTIST PACKAGE ...

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- A group discount just for members of a dental association.
- Many other discounts, including ones for newer and updated homes, safe and accident-free drivers, and good students.
- Coverage for just about everything you own: home, condo, or rental unit, as well as cars, truck, boat, motorcycle, snowmobile, and jewelry ... all on one policy with one premium and one deductible.
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OFFICIAL SUPPLIER OF THE SILVER LINING:

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Agency Address • City, State, Zip  
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Poster  
11" x 17"

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**Flyer**  
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# TEACHER PACKAGE ...

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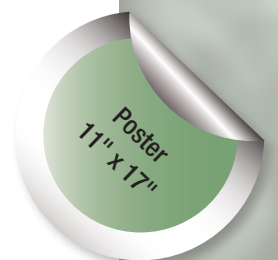
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- A group discount just for members of a teachers' association.
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**Flyer**  
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# GENERAL PACKAGE ...

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 11" x 8.5"

West Bend's Association Plus program, you get our exceptional Home and Highway® policy which protects your valuable property, along with a variety of terrific coverages, benefits, and discounts, including:

- Coverage for just about everything you own: home, condo, or rental unit, as well as cars, truck, boat, motorcycle, snowmobile, and jewelry ... all on one policy with one premium and one deductible.
- Getting a portion of your annual premium back — in cash — if you don't have a claim all year!
- Guaranteed replacement cost with no cap so if your home is destroyed by a fire or a tornado, West Bend will pay what it costs to replace it, even if it's more than your policy's limits.
- Additional coverage to replace damaged or destroyed covered property with property that's better for the environment, safer, or more efficient than the property being replaced.
- Automatic coverage for some of the costs you may incur, including most veterinarian expenses, if a beloved family pet is the victim of a covered accident.

These coverages can be added for a modest additional cost ...

- **TravelNet**®, the 24-hour emergency roadside service that provides you with worry-free driving 24 hours a day, 7 days a week anywhere in the U.S. or Canada.
- **Personal umbrella** coverage provides you with a larger layer of liability protection for claims or legal actions such as personal injury.
- **The Protector** Coverages provide three levels of protection for your home. One is automatically included on the policy at no additional charge. The other two levels bundle popular coverages at preferred prices which is more economical than purchasing these coverages separately.
- **The Identity Protection Program** with a wide variety of proactive identity protection services to help avoid identity theft, one-on-one access to a fraud specialist, and \$30,000 to cover out-of-pocket expenses to recover a stolen identity.

**Convenient payment options are available**

Choose the payment option that best suits your needs:

- Use electronic funds transfer into which your annual premium is divided equally into monthly payments (with a nominal handling fee per payment) and automatically withdrawn from your bank account each month.
- Make immediate and convenient payments online or by phone.
- Pay your entire annual premium just once with no handling fee.
- Divide your annual premium into two or four payments (including a nominal handling fee).
- Charge your payment to your Visa, MasterCard, Discover, or American Express accounts.
- Enroll in [paysmyinsurance.com](http://paysmyinsurance.com).

**Silver Lining Claims Service**

You expect more than just peace of mind when you buy insurance. If your property is damaged or stolen, you should have a fast, fair payment. With West Bend, you'll get it. For immediate claim service anytime, call **DirectConnect**® toll free at 1-877-922-5246.

We've worked hard to earn our reputation for extraordinary claims service and we'll continue to work hard to keep it.



# ASSOCIATION PLUS®

## 2016 MARKETING MATERIALS ORDER FORM

Please type or print legibly. For more copies of this form, please photocopy or access the electronic version on WBCConnect.

Agency Name (as you would like it to appear on materials) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number(s) \_\_\_\_\_

Website \_\_\_\_\_

Agency contact person\* \_\_\_\_\_ Agency code \_\_\_\_\_

\*Please include this name on the marketing materials.  YES  NO

Email Address \_\_\_\_\_

Association Name \_\_\_\_\_

All materials can be customized with the association's name and with your agency contact information.

	POSTERS	BROCHURES	FLYERS	ENVELOPE STUFFERS	DIRECT MAIL CARDS
<b>ATTORNEYS</b>	Qty:	Qty:	Qty:	Qty:	Qty:
<b>BANKERS</b>	Qty:	Qty:	Qty:	Qty:	Qty:
<b>CPAs</b>	Qty:	Qty:	Qty:	Qty:	Qty:
<b>DENTISTS</b>	Qty:	Qty:	Qty:	Qty:	Qty:
<b>TEACHERS</b>	Qty:	Qty:	Qty:	Qty:	Qty:
<b>OTHER</b>	Qty:	Qty:	Qty:	Qty:	Qty:

Regional sales manager \_\_\_\_\_

Date \_\_\_\_\_

**Please fax this form to Mandy Staver at (262) 338-5171.**