



The Philadelphia Contributionship



2024 Partnership Program

The Philadelphia Contributionship is committed to helping your agency succeed and we strive to provide you with the resources and incentives you need to grow your business. For 2024, we are releasing a new structured Agent Partnership Program to continue to award our agency partners that qualify based on the below qualifications.

LEVEL	QUALIFICATIONS	RESOURCES	ALLOCATION
APPRENTICE	<ul style="list-style-type: none">New agency appointments during their first 3 years	<ul style="list-style-type: none">Co-op Marketing (50/50) 3yr tiered ramp up contingency offering	\$500
AMBASSADOR	<ul style="list-style-type: none">All agency partners appointed over 3 years	<ul style="list-style-type: none">Eligible for annual contingency program with lock-in option	N/A
PRESIDENT	<ul style="list-style-type: none">\$250k in written premium55% 3yr total loss ratioMaintain positive premium growth	<ul style="list-style-type: none">Eligible for annual contingency program with lock-in optionCo-op Marketing (50/50)Agent charity 501c3 matching	N/A \$1,000 \$500
FRANKLIN CIRCLE	Recognizes our top 10 performing agency partnerships based on: <ul style="list-style-type: none">Total PremiumNew Business PremiumProfitability	<ul style="list-style-type: none">25% Contingency BonusCo-op Marketing (50/50)Agent charity 501c3 match or Reimbursement of Agency incurred CE expenses (50/50)	N/A \$2,500 \$2,500

2024 Agency Partnership Program allocations are awarded as a result of 2023 performance, from January 1, 2023, to December 31, 2023. Agents that qualify can redeem their allocation via reimbursement from March 1, 2024, to December 31, 2024.

CO-BRANDING ADVERTISING GUIDELINES

WHAT QUALIFIES FOR CO-BRANDED ADVERTISING:

- Traditional media — newspaper, magazine, billboard, radio, direct mail, brochures
- Digital media — banner ads, social media
- Promotional Items - Event and client giveaways

TPC requires that all co-branded Marketing be sent to marketing@1752.com for in-house Marketing approval before purchasing, sharing, or posting.



SOCIAL MEDIA GUIDELINES

The Philadelphia Contributionship's corporate social channels provide company and employee updates, home tips and insurance knowledge that we are happy to have our agents share on their social media channels. You may not alter, change or copy content as your own.



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Please note that your agency must be in good standing with TPC, and in compliance with all agreements between your agency and TPC. TPC reserves the right to revoke any performance offer based upon individual agency circumstances.

