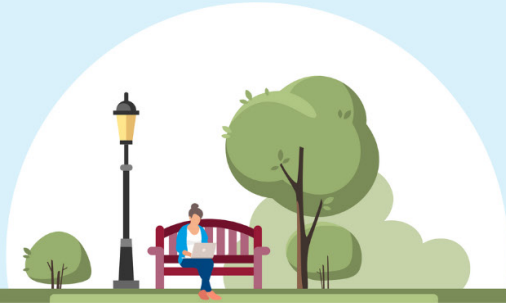
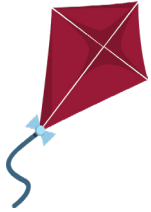




The Philadelphia Contributionship



2025 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. The 2025 Agent Partnership Program will continue to award our agency partners that qualify based on the below qualifications:

LEVEL	QUALIFICATIONS	RESOURCES	ALLOCATIONS
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 profit sharing offering	<ul style="list-style-type: none">• \$500• N/A
Ambassador	<ul style="list-style-type: none">• All agency partners appointed over 3 years	<ul style="list-style-type: none">• Eligible for annual profit sharing program with lock-in option	<ul style="list-style-type: none">• N/A
President	<ul style="list-style-type: none">• \$250k in written premium• ≤ 55% 3yr total loss ratio• Maintain positive premium growth	<ul style="list-style-type: none">• Co-op Marketing (50/50)• Eligible for annual profit sharing program with lock-in option• Agency charity 501c3 matching• Claims Concierge Access	<ul style="list-style-type: none">• \$1,000• N/A• \$500• N/A
Franklin Circle	Recognizes our top 10 performing agency partnerships based on: <ul style="list-style-type: none">• Total Premium• New Business Premium• Profitability• Retention	<ul style="list-style-type: none">• Co-op Marketing (50/50)• 25% profit sharing Bonus• Agency charity 501c3 match or Reimbursement of Agency incurred CE expenses (50/50)• Claims Concierge Access	<ul style="list-style-type: none">• \$2,500• N/A• \$2,500• N/A

2025 Agency Partnership Program allocations are awarded as a result of 2024 performance, from January 1, 2024, to December 31, 2024. Agents that qualify can redeem their allocation via reimbursement from March 1, 2025, to December 31, 2025.

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

The Philadelphia Contributionship logo should be represented as follows:

- ▶ TPC logo is to the right of the Agency logo
- ▶ TPC logo is the same height as the Agency logo
- ▶ TPC logo is never used on the same advertisement as a competitor logo, or the logo of an Agency that is not associated with TPC
- ▶ All other logo guidelines apply

ABC Agency



**The Philadelphia
Contributionship**

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.



Instagram

/philadelphia.contributionship



Facebook

/philadelphiacontributionship



LinkedIn

the-philadelphia-contributionship/



X

/TPCInsurance

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