

## INTRODUCING SBLI's

# *Kick-Start* **2021** *sales contest*

### EXCLUSIVELY FOR SELF-COMPLETE APPLICATIONS

For EVERY CLIENT SELF-COMPLETED APPLICATION received at the SBLI home office between February 22 and April 30, 2021 and paid for by June 30, 2021, agents will earn a \$50 Amazon Gift Card – and a payout of up to \$10,000 is available for the contest!

#### 'KICK-START 2021' SALES CONTEST GUIDELINES

Participation is reserved exclusively for licensed writing agents who are contracted with an agency participating in the expanded Client Self-Complete Application process group, and are in good standing with SBLI.

The 'Kick-Start 2021' contest recipients will be paid within a reasonable time frame and no later than 30 days after the closing of the contest. The awards will be paid with Amazon gift cards that will be electronically delivered. The total gift card amount available for the contest is \$10,000.

Awards linked to split commission cases will be sent to the agent who submitted the case.

To be eligible for the Amazon gift cards:

- Client Self-Completed Applications must have been submitted and received between February 22 and April 30, 2021 and paid for by June 30, 2021.

In the state of Connecticut, SBLI sells under the brand Centrian Life Insurance. Centrian Life Insurance is a registered trade name and Connecticut d/b/a of The Savings Bank Mutual Life Insurance Company of Massachusetts, Woburn, MA.

SBLI and Centrian Life Insurance reserve the right to change, limit or cancel any program rule or award at any time. No substitution for or transfer of the award will be allowed.

SBLI and Centrian Life Insurance will follow IRS guidelines regarding tax reporting in connection with this bonus program.

In the case of dispute, the SBLI Vice President, Brokerage, will make the determination of incentive awards and have full discretion to settle any award dispute.