

Brand Ambassador

Agreement for
Connect Care Insurance



Purpose:

We want to partner with influencers and artists to help promote Connect Care Insurance (CCI) and the benefits of the Affordable Care Act (ACA) plans. This agreement explains what you'll do, how you'll get paid, and what success looks like.

1. Who We're Looking For:

Reputation & Reach:

You should have at least 500K followers on platforms like Instagram, YouTube, or TikTok and a positive image.

Engagement:

We're looking for people whose followers actively engage with their posts (over 3% engagement).

Alignment:

Your values should align with our mission of providing affordable healthcare. It's a plus if you already talk about health, wellness, or financial literacy.

Demographics:

You should connect well with our target audience, especially those aged 18-35 and 35-65+ in low-income communities.



2. What You'll Do:

Social media content:

- **Monthly Posts:** Create 7-10 posts each month on Instagram, Facebook, and TikTok about ACA sign-ups, healthcare coverage, and personal health stories.
- **Stories & Reels:** Share 1-2 Stories or Reels each week focusing on CCI's plans, enrollment deadlines, and how easy it is to sign up.
- **Engagement:** Respond to at least 10% of comments on posts about CCI to keep the conversation going and answer questions.

Video & Audio Content:

- **Video Series:** Produce 2-3 minute videos every quarter talking about your personal connection to health insurance and the importance of affordable healthcare. These will be shared on your channels and ours.
- **Podcast Features:** Participate in 1-2 podcast episodes or radio spots each quarter to discuss health insurance under the ACA and your work with CCI.

Event Appearances:

- **Virtual Events:** Join 2 webinars or Instagram Lives each year to talk about the ACA, how to sign up, and share your experiences.
- **Physical Appearances:** Attend 1-2 major CCI events each year, such as health fairs or community outreach events, to engage with the public and promote our services.

3. How You'll Get Paid:

Annual Payment:

You'll receive a fixed annual payment, depending on your influence, ranging from \$50,000 for the 4 quarters.

Performance Bonuses:

You can earn extra bonuses for surpassing key goals, like higher engagement rates, more ACA sign-ups, or particularly successful campaigns.

4. What We Expect to See:

Engagement Rate:

Aim for at least a 3% engagement rate on posts related to CCI.

Reach:

Your campaigns should achieve at least 5 million impressions each year.

Conversions:

We'll track how many people sign up for ACA through your unique links.

Positive Feedback:

Maintain a positive sentiment above 80% in comments and feedback on posts about CCI.

Content Quality:

Ensure all content meets our brand guidelines and reflects our mission and values.

5. *Terms of the Agreement:*

Exclusivity:

You cannot promote other health insurance companies while under contract with us.

Content Approval:

All content must be approved by CCI's marketing team before it's posted to make sure it aligns with our brand and compliance rules.

Termination Clause:

We can end the contract if you do something that harms our brand or if you don't meet the agreed-upon goals.

6. *Support We Provide:*

Creative Help:

Our creative team will assist in producing high-quality videos and audio content.

Health Insurance Training:

We'll provide training so you fully understand ACA plans and can effectively promote them.

Analytics & Feedback:

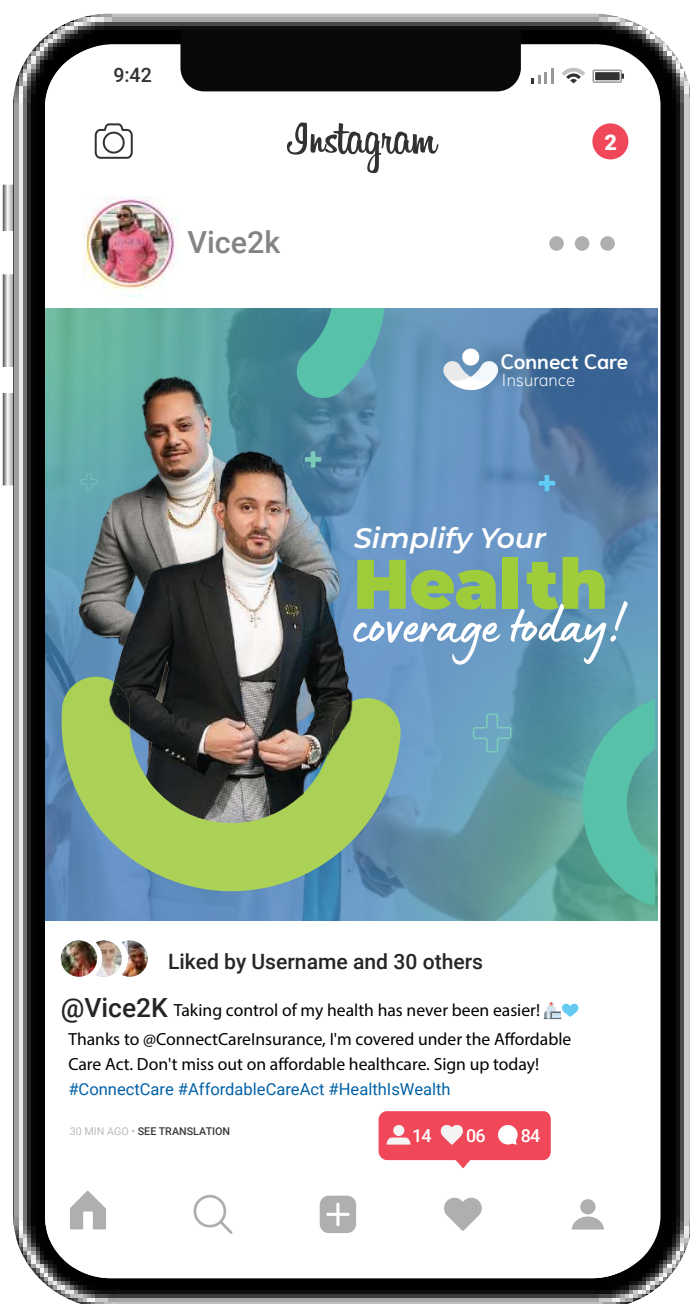
You'll get regular updates on how your content is performing, along with tips to optimize your work.

The background is a solid teal color. It features several large, abstract blue shapes: a vertical, pill-like shape in the top right corner, a large circle in the center, and a semi-circle in the bottom left corner. The text is centered within the large central circle.

This partnership is designed to help us reach more people and encourage ACA sign-ups while providing you with the tools and support to succeed.

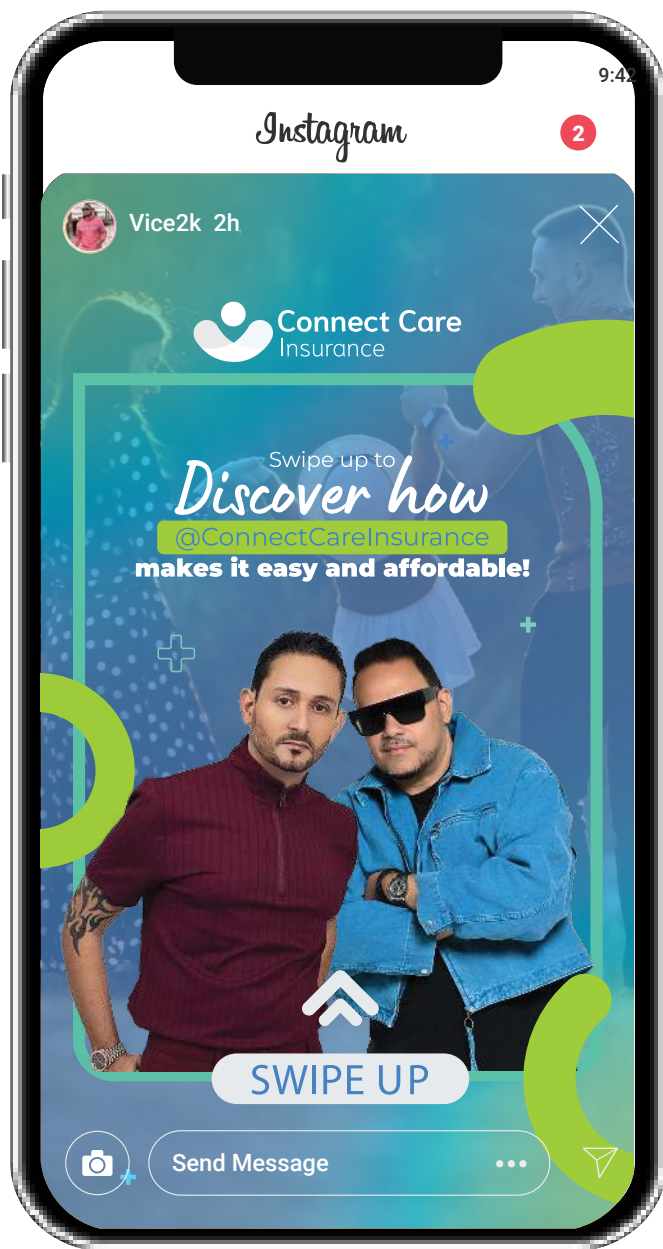
Examples:

Social Media Instagram:



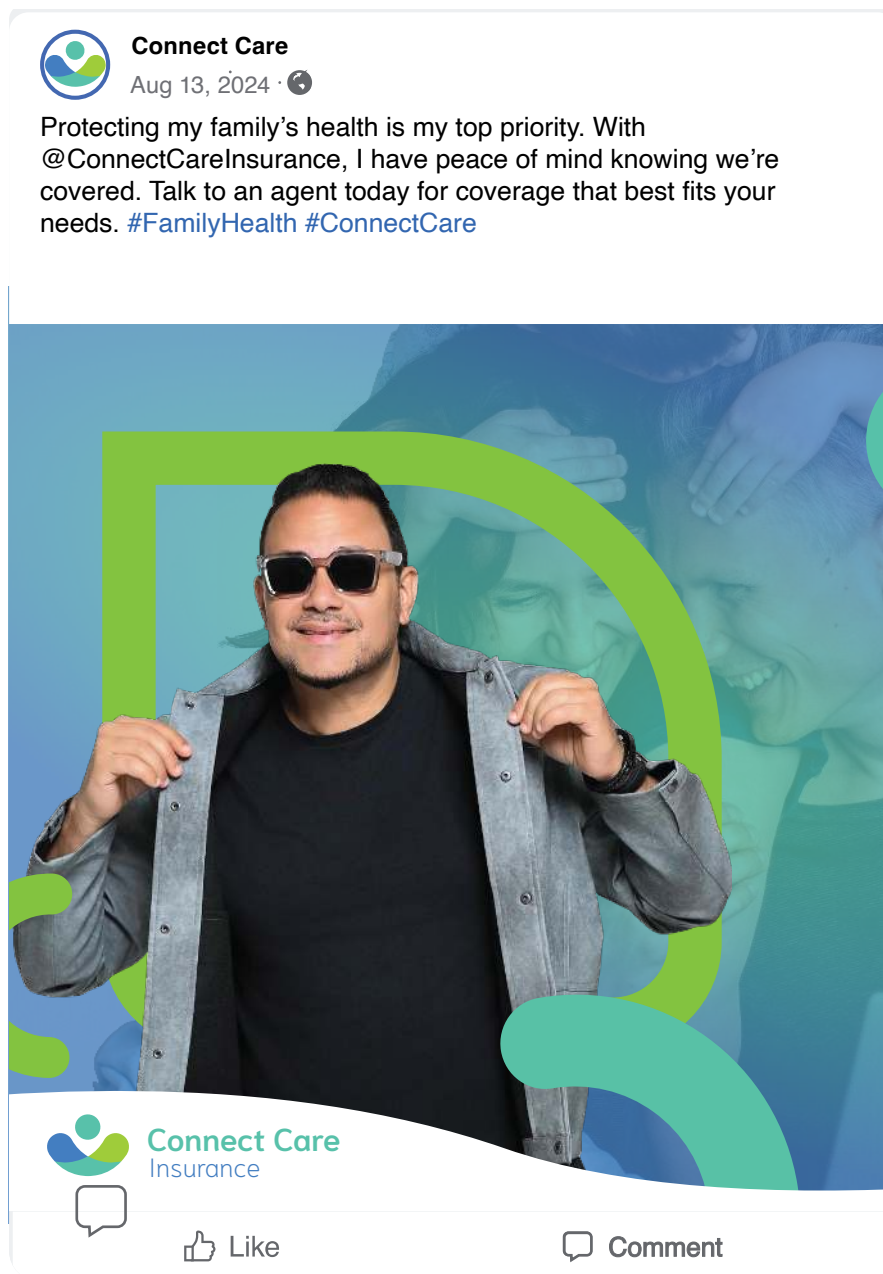
Examples:

Social Media Instagram:



Examples:

Social Media Facebook:



Examples:

Social Media Facebook:

 **Connect Care**
Aug 13, 2024 · 🌐

"Healthcare should be affordable and accessible for everyone. That's why I'm proud to partner with @ConnectCareInsurance, offering plans under the Affordable Care Act. If you haven't signed up yet, now's the time! 🌟 #AffordableCare #HealthForAll"



 **Connect Care**
Insurance

 Like

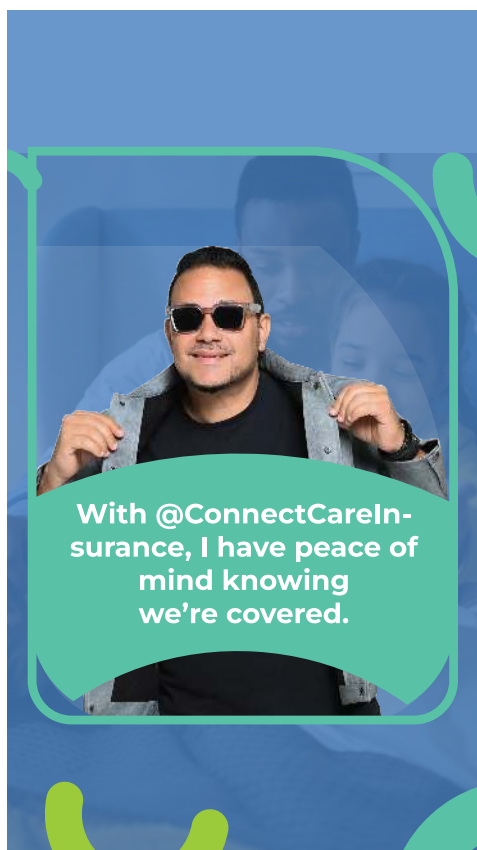
 Comment

Examples:

Social Media Facebook:



Protecting my family's health is my top priority.



With @ConnectCareInsurance, I have peace of mind knowing we're covered.



Talk to an agent today for coverage that best fits your needs.

Examples:

Social Media Facebook:



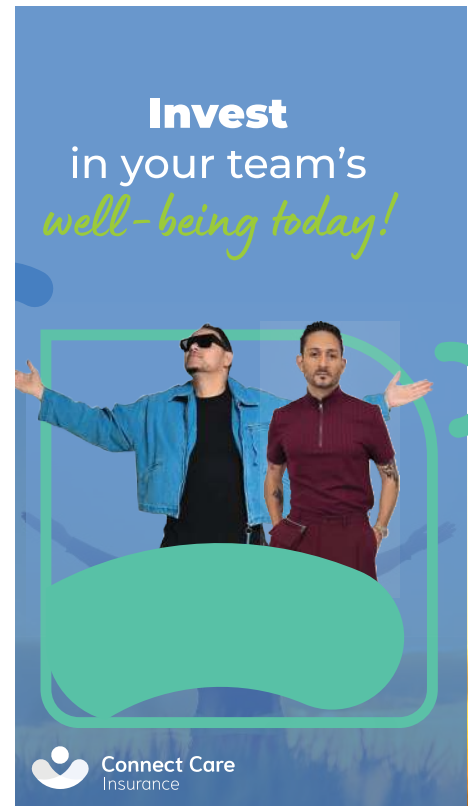
Two men in suits stand side-by-side. The man on the left is wearing a black suit and a white turtleneck, while the man on the right is wearing a grey suit and a white turtleneck. They are both looking at the camera.

Did you know
employee **health insurance** can boost
productivity and morale?



Two men are shown. The man on the left is wearing a blue denim jacket, sunglasses, and a black shirt. The man on the right is wearing a maroon zip-up shirt. They are both looking at the camera.

**When employees
feel secure about
their health, they're
more engaged
and motivated!**



Two men are shown. The man on the left is wearing a blue denim jacket, sunglasses, and a black shirt. The man on the right is wearing a maroon zip-up shirt. They are both looking at the camera.

Invest
in your team's
well-being today!

