

GREAT AMERICAN INSURANCE GROUP
2021 Accident & Health (pomi) Non-Profit
Promotion OFFICIAL RULES

PRIZE:

- (\$4,500.00 value.) Discovery call with award winning branding team
- Brand assessment + strategy conversation
- Visual Identity (Refresh) - logo, color palette, typography, brand elements / pattern
- Brand Guidelines
- Brand startup kit: (specific deliverables below can be determined in the brand assessment conversation):
 - Social profile images
 - 1-2 design templates (sign, presentation deck, ad, social)
 - 1 brand swag design* (t shirt, tote)*printing of swag not included

TIMELINE:

Promotion runs from August 17, 2021 to October 8, 2021. Winner Announced: week of October 11, 2021. week

1] Announce the winner and coordinate project

[week 2] Discovery Call - intro and Q&A

[week 3] Brand Immersion - research time, review all their current collateral, branding, etc.

[week 4-5 Brand snapshot (name TBD) - we'll summarize what they do, their audience, brand attributes, values (light foundation work).

[week 6-8] Visual identity - style boards if needed, 1-2 concepts presented

[Week 9-12] Activation - corresponding collateral, swag, social, etc.

Goal to be completed by end of December 2021

(brand reveal to pomi followers, winners' followers, + documented process / case study in January / February)

The following rules apply to any non-profit (as defined below) seeking to enter the 2021 Accident & Health (pomi) Non-Profit Promotion

ELIGIBILITY & OFFICIAL RULES: Promotion is open to any non-profit defined as a not-for-profit organization that has been granted tax-exempt status by the Internal Revenue Service. Winner will be randomly selected by the pomi team. Winner agrees to have process documented for pomi's use on social media, case studies, or any other marketing material (including video). Winner also agrees to post reveal and tag pomi on social media channels. Winner must agree to timeline above.

PRIZE AND CONSUMER DISCLOSURE: One non-profit organization will win. By accepting prize, recipient agrees to release Company and its officers, directors, employees and agents from any and all liability, loss or damage of any kind arising out of or in connection with recipient's participation in Promotion, or with respect to the awarding, receipt, possession, use and/ or misuse of the prize, or the participation in prize-related activities. By accepting prize, recipient further agrees that Company is not responsible or liable for any warranty, representation or guarantee, express or implied in fact or in law, relating to the prize, or any portion thereof, including but not limited to its quality, merchantability, mechanical condition or fitness for a particular purpose.

Prize recipients will be responsible for all federal, state and local taxes, and any other expenses associated with acceptance of the prize if applicable. Prizes are not transferable or assignable and no substitution or cash redemption is allowed. Prizes are provided by Great American Insurance Company, having its headquarters at 301 E. Fourth Street, Cincinnati, OH 45202.

OTHER: Company reserves the right to interpret these rules and, if necessary, to amend the rules at its discretion and without notice to individual agencies or agents. All decisions by Company are final.

If you have any questions, or would like additional information, please contact your pomi representative.