

More Than Just Insurance.

Plymouth Rock
assurance®

The Boston Bruins and TD Garden Auto Insurance Program from Plymouth Rock Assurance

FAQs for Agents

AUGUST 2018

Plymouth Rock
assurance®



TD GARDEN

Your questions about Plymouth Rock's Bruins and TD Garden Program, answered.

So what's the program all about?

This is a program endorsed by the Boston Bruins® and TD Garden that provides a mix of insurance, hockey and event related benefits to your customers. The program was modeled after the New England Patriots Official Auto Insurance Program. And like the Patriots program, you'll will have a unique marketing and branding opportunity to promote your agency using cobranded Plymouth Rock, Boston Bruins and TD Garden branding.

Can I endorse a group policy like AARP or SBLI with the Bruins endorsement?

Yes, a customer can have both the Bruins endorsement and the AARP endorsement. However, customers cannot have the AARP endorsement and the Patriots endorsement.

Can a policy have both the Patriots and Bruins endorsements?

Yes. Both the Patriots and Bruins endorsements can be added to a policy.

Is there a cost for policyholders to add the Bruins endorsement?

Yes, your customers can enjoy the program for just **\$10 a year**. The cost will be added to the premium and represents a significant savings if you add up all the benefits!

Is there a cost for me to participate?

No. As long as you're eligible, there's no cost to participate and no commission reduction.

How will my customer receive benefits?

You must input an accurate customer email address in Agent Web in order to place them in the program. Bruins and TD Garden benefits will be fulfilled using this email address.

When is the program available?

The program is currently available to personal auto insurance customers in Massachusetts, Connecticut and New Hampshire.

How can I add this program to a policy?

Putting a customer in the program is done by selecting the endorsement in Agent Web. Please reference the "Agent Web Quoting Tips" document for more detailed quoting instructions.

Can the program be added midterm?

Yes, the program can be added midterm, right in Agent Web.

Will the endorsement be automatically renewed? Can it be removed mid-term?

The endorsement will be automatically renewed, but it can be removed on a pro-rata basis.

Is the program open to all of my customers or must they be a member of a specific organization?

No memberships are necessary. It's that easy! Customers simply need to purchase the endorsement for a \$10 annual premium.

What are the program benefits?

Customers in the program can enjoy the following benefits, subject to availability:

- Discounted ticket offers to select Bruins games during the season
- Priority access to TD Garden concerts
- Access to discounted tickets to select TD Garden events
- Invitations to skate on the Bruins ice
- A discount at the Boston ProShop at TD Garden
- Four (4) free passes to The Sports Museum at TD Garden

Plus, customers will receive extra insurance coverages, including:

- An additional \$10 per day in Substitute Transportation coverage
- An additional Get Home Safe benefit for a ride from TD Garden

How can I use this program to market my agency and sell more business?

Plymouth Rock provides you with access to a number of co-branded Bruins, TD Garden and Plymouth Rock marketing materials, including in-office signage, social media, brochures and promotional items.

What restrictions are there around the use of the marketing materials?

Any usage of cobranded materials should be reviewed by your Marketing Representative in advance.

How will a policyholder get the Bruins and TD Garden benefits?

Customers in the program will receive Bruins and TD Garden benefits directly from the Bruins/TD Garden via email. In addition, customers will receive a Welcome Package by mail from Plymouth Rock, which includes a welcome letter, a personalized program card (Note: one card per household) and four (4) free passes to The Sports Museum at TD Garden. The program card will provide access to discounts at the Boston ProShop at TD Garden. Benefits will continue to be shared with customers by the Bruins and TD Garden based on the benefit and its availability.

Are there any funds available from Plymouth Rock to help me sell this program?

Co-op marketing funds are available for Circle of Excellence agents. Please contact your Marketing Representative for more information.

How will Plymouth Rock market the program?

We'll be promoting the program across multiple channels, including TV, radio, and social/digital. Additionally, policies and leads will be delivered to those of you who participate in the Agent Quote Marketplace