

# MyLifeID Inc. Co-Op Marketing Program

## WELCOME

At MyLifeID, we value your hard work and partnership. Our priority is to see you prosper as you build relationships with new and existing clients. To encourage your growth, we provide numerous incentives for doing business with MyLifeID, including our Co-op Advertising Program.

Our Co-Op Advertising Program is a tool for qualifying firms to grow their book of business through advertising and promotions. Co-op advertisements increase visibility in your community and allow you to expand your marketing and advertising efforts while sharing the cost. This co-op advertising program will outline the program, qualifications, details for reimbursement and the different types of eligible advertising materials. If you have questions about this Co-Op Advertising Program, contact your Account Manager or email [partners@MyLifeID.com](mailto:partners@MyLifeID.com).

## ABOUT THE CO-OP ADVERTISING PROGRAM

### Eligibility Criteria

All partners who sell MyLifeID products are eligible to participate in this program.

### Earning Co-Op Money

MyLifeID provides you with co-op money at a rate of 5% of the gross sales you generate, excluding shipping and sales tax. These funds are earned as sales are generated and can be requested at any time to be applied to any qualified advertising method as described below or which has been approved by submitting the ad idea to MyLifeID through your Account Manager. Typically, these are matched funds for a marketing campaign.

Additional co-op funds can be requested based on the opportunity and may be applied as co-op funds paid in advance of sales. MyLifeID has the right to reject any advertising that has not been approved in advance of the ads use.

## REIMBURSEMENT GUIDELINES

All requests for reimbursement must be submitted electronically with the completed Submission Request form and supporting documentation to your Account Manager by the twenty-fourth (24) of the month in order to receive reimbursement the following month. All reimbursement requests must be submitted within 30 days of the invoice date.

Requests submitted after 30 days are not eligible for reimbursement and will not be processed. All advertising submitted for reimbursement must include MyLifeID's logo and/or name. Reimbursements will not be processed if the incorrect logo is used. ALL types of advertising require preapproval. Review the submission request form in your MyLifeID.com/partners portal and the guidelines below.

### The Reimbursement Process

Follow these steps to qualify your ad for reimbursement from the co-op funds.

1. Submit your ad concept using the MyLifeID Ad Pre-Approval form.
2. MyLifeID will respond and if approved, will then request a final version of the ad for design approval if it was not submitted initially.
3. Once the Ad design has been approved, you may execute the ad campaign.
4. Once the ad campaign has concluded, send the MyLifeID Ad Reimbursement form to your Account Manager. MyLifeID will pay the advertiser directly for its portion of the ad campaign.

To ensure reimbursement for advertising, submit the completed submission request form with supporting documentation. You must follow MyLifeID brand guidelines regarding logo, color palette, font, etc. No other similar type of company, product or service may be listed, shown or advertised for as part of the ad. Pre-approved MyLifeID ad templates can be downloaded from MyLifeID.com by logging in to <https://mylifeid.com/partners>.

## CO-OP ADVERTISING - BRAND GUIDELINES

### Using the MyLifeID Logo

Always follow these rules when using the MyLifeID logo to ensure legibility and accurate reproduction in all sizes and applications. If the logo is needed in a different set of colors or greyscale or black/white versions, request the change through your Account Manager.

Never use the logo in any other color variations without preapproval. If you have additional questions about the brand guidelines or proper usage of the logo, contact your Account Manager or email [partners@mylifeid.com](mailto:partners@mylifeid.com).

#### DO NOT

- Stretch, condense or change the dimensions of the logo
- Change the scale of the elements of the logo
- Alter or replace the typefaces in the logo
- Change the colors of the logo beyond the approved versions
- Rearrange the elements within the logo
- Apply drop shadows or other visual effects to the logo
- Skew, warp or rotate the logo
- Add extra elements to the logo

#### Using the MyLifeID Name

On first reference, MyLifeID should be referred to as MyLifeID™. For any uses thereafter, MyLifeID is acceptable.

## ADVERTISING AND PROMOTIONAL GUIDELINES

MyLifeID supports additional items not listed below. Contact your Account Manager or email [partners@mylifeid.com](mailto:partners@mylifeid.com) to discuss other options before moving forward to ensure they qualify for reimbursement.

**Advertising Methods Eligible for Reimbursement** are listed below:

- Billboards/ signs\*
- Digital ads (i.e., internet or social media)
- Excludes consulting/ website fees
- Email
- Direct mail
- MyLifeID agents company store items

- Print media
- Promotional items with logo
- Sales/ lead generation
- Sporting/ community events sponsorships
- TV and radio ads

### Ineligible For Reimbursement

- Calendars
- Digital marketing services (i.e., consulting or website fees, SEO)
- Print Yellow Pages ads, including trademark listings
- Anything using outdated logos
- Advertising in any media rated above R
- Advertising with anything that supports, suggests or promotes hate, violence, abuse or an illegal act.

If not using an approved MyLifeID template, art and designs must be submitted for preapproval prior to reimbursement being issued. Art can be submitted to your Account Manager for pre-approval. To ensure approval for reimbursement, you must follow MyLifeID brand guidelines regarding logo, color palette, font, etc., and no other similar company, product or service may be listed, shown or advertised for.

### Digital Ads

Digital advertising includes any paid advertisement posted on the internet and social media. *Please note, this excludes consulting or website fees.* Reimbursement through the co-op program is exclusively for advertisement costs. Paid digital advertising is very effective but remember MyLifeID also regularly posts information and tips on various social networks that can be shared for free to your own 's social media sites. These posts can be shared directly with your own caption, but the content should not be altered in any way. Remember to use good hash tags.

If using SEO, SEM or Pay-Per-Click, you are restricted from using the following keywords or phrases with TLD extensions like .com or .net, any combination of capitalized or uncapitalized letters or Negative Keyword versions:

- MyLifeID
- MyLifeID Pocket Cloud
- MyLifeID Digital Health Passport

- MyLifeID Health Score
- MyLifeID Health Record Score
- MyLifeIDForMe

## Email Marketing

Email marketing is very powerful but if managed poorly, it can create long lasting negative effects. When designing your email campaign, determine if it is a 1-off, a series of individual campaigns or a drip campaign. When sending the emails, never include a link that goes directly to any MyLifeID website. You should always use a redirect, short-link, compressed link or encrypted link that then sends the viewer to the designated webpage. Failure to do this correctly may result in lost co-op funds and lost commissions as repairing the damage from this mistake is costly and time consuming. See your Account Manager for more details and samples of approved linking methods.

## Direct Mail

Direct mail includes any print materials distributed through the mail, including co-branded postcards and brochures. MyLifeID co-op funds are meant to cover the printing and mailing costs of the direct mail campaign and will not include any agency fees or third-party campaign management fees.

## MyLifeID Agents Company Store Items

Our company store has numerous MyLifeID- branded items for you to purchase. In addition, check the Agent co-brand section to see all of the items you can add your logo to. After you make your selection, you can submit for reimbursement. Please note, only co-branded items are eligible for reimbursement through the Co-op Advertising Program.

## Print Media

We have provided multiple print media templates for you to use. If you have print media other than the templates provided, submit for preapproval and follow the process as detailed in [the Reimbursement Process](#) section.

## Promotional Items with Logo

Similar to items available in our company store, MyLifeID will reimburse co-branded promotional items from a vendor of your choice if we do not already offer it through our

own store. If you do not order through the company store, you will need to submit artwork for pre-approval prior to ordering to ensure reimbursement.

### Sales/Lead Generation

Our goal is to help you grow and thrive! One way we can do that is through sales/lead generation. Our partnerships with companies can help provide you with a list of potential customers to reach out to based on targeted demographics such as location, occupation and interests. Talk to your Account Manager about MyLifeID helping you generate leads.

### Sporting/Community Events Sponsorships

We know involvement in the community is important to you, and we want to help cover the cost of getting your name in the community. Any artwork for sporting/community events sponsorships must be submitted for preapproval to be considered for reimbursement.

### Television/Radio Ads

We have provided approved script templates for radio advertisements. Radio ads that do not use our script templates and TV ad scripts must be submitted for pre-approval. We recommend submission of the script and an audio sample prior to recording to ensure it meets the requirements for reimbursement.

## CO-OP ADVERTISING FAQ

### *Why do I have to use your colors and font?*

Deliberate use of color and a consistent font is one of the easiest ways to make our materials reflect a cohesive brand. By reinforcing a uniform color palette and font, it provides strength, confidence and energy to both MyLifeID's visual identity as well as the identity of your company. Our goal is to represent MyLifeID as a strong national brand that also portrays your firm as a strong local expert to help people find the best solutions for their unique needs.

### *Can I use the local school colors on our ad?*

Depending on the location of the ad or sign, this can be an exception to the rule. If the sign will be placed at a school field, in a gymnasium or in a sports program and school colors are a requirement, then the school colors can be used. Otherwise, as stated in the question above, the colors reinforce who MyLifeID is. Please follow the REIMBURSEMENT PROCESS prior to placing the ad to ensure it will be approved for reimbursement.

*Why can't I use the same ad or artwork I used previously?*

If your previous ad used MyLifeID branding and was already approved, then you can use the same artwork. However, we update materials regularly, including all ads. If an ad has not been run in more than 1 year, it will need to be resubmitted for approval as new branding or messaging helps you tell our story and provide outstanding service to your customers.

*Where can I find ad templates?*

You can find all ad templates by logging into <https://MyLifeID.com/partners> in the Marketing folder. There are a variety of ads prepared for you. If you have an idea for a new ad or want to discuss other ads, please contact your Account Manager or email [partners@mylifeid.com](mailto:partners@mylifeid.com).

Effective as of April 2, 2025