



Marketing Deliverables Guide



Introduction

This guide shows examples of standard deliverables made by the NFP Brand team and what goals they're best suited to meet.

This guide is intended to help define project scope and keep stakeholders on the same page, but it's only a starting point for Brand's capabilities.

The team is always open to adapting existing formats or developing new ones to best support business needs. Simply set up a call with the project team to discuss what's possible based on objectives and timing.

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Publications and Marketing Collateral



Text-Focused Collateral

These deliverables all lead with written content. Ultimately, the balance of copy and design is skewed towards copy. The design elements of such deliverables are often templated.

NFP
An NFP Company

Property and Casualty
Commercial Insurance

Coverage for Your Leaders and Property

CMHO

We help organizations and people protect what matters most.

Discrimination claims, cyberattacks and water damage are key risks to businesses in the healthcare field today. Prepare for these three common risks with commercial insurance that fits your organization's needs.

Directors & Officers Liability (D&O)

Scenario: Your agency or a board member was named in a Human Rights Tribunal (HRT) application by one of your own staff.

- ERIT applications can involve allegations of:
 - Discrimination
 - Harassment
 - Breach or wrongful dismissal.
- ERIT claims are very common today due to the ease of filing online (without the need of a lawyer).
- ERIT in this scenario, your D&O policy will cover you for the settlement amount and cover your defence costs too.

Privacy Liability/Cyber

Scenario: A busy executive receives a phishing email that appears to be from a key vendor partner. She opens the attached document — and triggers a malware attack on your company's system.

- ERIT these days, it's not a matter of if you'll be breached, but when.
- ERIT 85% of executives in healthcare organizations report being a target of at least one cyberattack in the past two years.

Privacy liability and cyber coverage covers:

- Expenses related to restoring corrupted data.
- Expenses incurred for a ransomware demand.
- Cyber crimes such as Social Engineering expenses.
- Lawsuits arising from the privacy breach or the inadvertent transmission of computer viruses.
- Liability arising from information posted electronically.

Flood/Overland Water Damage

Scenario: Your property just flooded. Does your policy cover your property?

- ERIT According to Public Safety Canada, floods are the most costly cause of property damage in Canada.
- ERIT Floods are not covered under most home policies but are covered under the CMHO Commercial Insurance Program.
- ERIT Flood coverage will also cover you for lost income from your agency.

To learn more please contact:

Gerry Olshtroom, BA
Vice President, Commercial Lines
P: 416.642.6071 | F: 416.364.3708 | Toll Free: 1.888.404.0000
gerry.olshtroom@nfp.ca | NFP.ca

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NFP
An NFP Company

Corporate Benefits
Group Retirement

Are you looking for a higher level of governance and oversight for your group retirement plan?

NFP is a leading advisor in the group retirement space that has helped organizations and plan members achieve positive outcomes by aligning our retirement governance practices in Canada with those in the United States.

Increasingly, US parent firms want their Canadian subsidiaries to adopt an oversight process similar to what is prescribed in the US.

Adopting a North American Approach to Group Retirement

In Canada, plan sponsors are asked to follow a set of best practices — the Canadian Association of Pension Supervisory Authorities' Capital Accumulation Plan (CAP) guidelines. This approach is far less formal than that of the US, and the required level of plan oversight is very different. However, the outcome for plan members could be better by following more of an ERISA-like approach.

At NFP, we have developed a model similar to what you see in the US when supporting our Canadian group retirement clients. When organizations hire us as their advisors, we work with them to create a governance model that better aligns with the higher standards applied in the US versus the CAP guidelines.

Why Offer an ERISA-Like Approach?

ERISA was designed to provide greater protections for employees and their beneficiaries by setting minimum standards for retirement and other benefits, establishing standards of conduct for plan fiduciaries, and providing participants with more support.

At NFP, our high standards for retirement plan management can help generate better outcomes for you and your plan members.

For a complimentary review of your Canadian retirement program, please contact:

Mike Werbowicki
SVP Group Retirement
mike.werbowicki@nfp.ca

Fergus Meldrum
VP Business Development & Investment Strategies
fergus.meldrum@nfp.ca

**For your business.
For your people.
For your life.**

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For your people.
For your life.**

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One Pager

Best for:

- Conveying a **combination of key stats and information** on a product or service.
- Providing an **overview of a product/service** with callouts to differentiators.
- **Giving context of how this product/service** fits into NFP's total offering and brand.

Most one-pagers are one page but can expand to two (front and back of one page). See also **Producer One Pager**.

Case Study | Law Firms: Lawyers Professional Liability

Pinpointing Problems, Reducing Costs for the Client

By using our benchmarking to show their program was overpriced, and using our experience to figure out why, we saved a Houston firm more than \$100,000 on their annual premium.

KEY INSIGHT

By tracking data on all of our clients, we know where to set the bar for pricing, whether the firm is a 300 attorney defense firm or a 15 attorney class action firm.

Program:
130M
 50,000 deductible,
 premium—\$310,579
 (renewal)

Pre-Program BOR:
130M
 50,000 deductible,
 premium—\$172,580
 (renewal)

Pre-Program Renewal:
130M
 50,000 deductible,
 premium—\$198,194
 (renewal)

Thompson Flanagan – which NFP acquired in 2021 – is an industry leader in advising and assisting law firms to navigate complex risks, pursue new opportunities, and evaluate specialized P&C and benefits offerings. With the experience of working with law firms in 41 states, Thompson Flanagan brings a new level of service, expertise and access to law firm clients across NFP.

Through a cold call to a plaintiff mass tort firm in Houston, the firm agreed to send us their policies for a review/benchmarking analysis ahead of their September 1 renewal.

Our benchmarking data showed that their placement was significantly overpriced. After taking a closer look, we confirmed that the pricing issue was due primarily to their retail broker utilizing a wholesale broker to place the insurance, an indication that their retail broker was probably not a specialist in the law firm space (and didn't have the market access to place the risk directly).

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Case Study | Law Firms: Lawyers Professional Liability

Overcoming Challenges of a Reduced Headcount, Denied Claim

Even with a drastic attorney headcount reduction and the denial of a large claim, NFP's expertise, relationships and market access helped a NJ-based firm get the right coverage at the right price.

KEY INSIGHT

Our deep understanding of the coverage challenges in the legal profession, and experience navigating them successfully, made all the difference.

10M
 50,000 deductible,
 premium—\$236,289
 (renewal)

20 renewal:
10M
 100,000 deductible,
 premium—\$106,050
 (renewal)

21 renewal:
10M
 50,000 deductible,
 premium—\$116,895
 (renewal)

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NFP cold called a 60-attorney firm in May of 2020 to introduce our expertise and capabilities in the law firm space. The timing was ideal as the New Jersey-based firm's renewal was in June.

The firm was facing a difficult renewal. They had lost roughly 140 attorneys in the past five years and due to the drastic headcount decline, they were having a difficult time finding a replacement. Additionally, they had a large claim denied from their previous carrier and a generally poor claims history.

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Case Study

Best for:

- Providing a **real example of when NFP** was able to change a business outcome for a client with emphasis on quantitative and qualitative results.
- **Describing, comparing and evaluating** different aspects of a problem.

Visually similar to a one pager (below) but with different goals.

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Why Offer an ERISA-Like Approach?

ERISA was designed to provide greater protections for employees and their beneficiaries by setting minimum standards for retirement and other benefits, establishing standards of conduct for plan fiduciaries, and providing participants with more support.

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One Pager

Risk Management Solutions for the Construction Industry

Each client brings their own set of unique risks and experiences that need to be properly addressed.

We work closely with your safety manager to build, customize or enhance your safety program, depending on how robust it already is.

Project Procurement

Wrap-Up Coverage

Brochure

Best for:

- Demonstrating a **variety of products or services.**
- Describing the advantages or **selling points** of said product/service.
- **Can be a trifold**, each panel focusing on a different advantage or aspect.

Canadian Horse and Equestrian Insurance

Protect your lifestyle.

Embrace Comprehensive Horse Insurance

Hit the Road with Confidence



Article

(Thought Leadership)

Best for:

- Establishing NFP's experts as thought leaders on a **specific topic, trend or industry update.**
- **Conveying an opinion** or stance that aligns with NFP's overall position.
- **Publishing on NFP Insights page** and/or in a **reputable publication** (print or digital).

There is no standard word count, but most articles are at least 500 words.



Tackling Construction's Labor Shortage Through Inclusion

In this era of an advantage in overcoming these workforce challenges.

Maximize Investments, New Challenges

In the United States, the Bipartisan Infrastructure Law is making huge investments in infrastructure, creating the most in the history of the United States. The government of Canada is also investing \$120 billion over a year through the Investing in Canada Plan, benefitting all.

Infrastructure is a game-changer for the future. It means better roads, better bridges, and a stronger economy. Infrastructure is a game-changer for the future. It means better roads, better bridges, and a stronger economy. Infrastructure is a game-changer for the future. It means better roads, better bridges, and a stronger economy.

How DEI Can Help Fight Construction's Labor Shortage

Facing a tight labor shortage, companies are pursuing other avenues. Some are offering higher wages and benefits. Some are offering training and apprenticeship programs. Some are offering flexible work schedules. Some are offering flexible work schedules. Some are offering flexible work schedules.

DEI in the Hiring Process

An organization that doesn't hire diverse people will miss out on talent and innovation. It will miss out on talent and innovation. It will miss out on talent and innovation. It will miss out on talent and innovation. It will miss out on talent and innovation.

Property and Casualty Construction

Adopt your marketing strategy. Focus on not increasing demand, but rather focusing on a good culture. Focus on not increasing demand, but rather focusing on a good culture. Focus on not increasing demand, but rather focusing on a good culture.

Health is key. Don't take for granted that it is not critical to the job. Don't take for granted that it is not critical to the job. Don't take for granted that it is not critical to the job.

Whole team effort. Working employees from past to present. Working employees from past to present. Working employees from past to present.

Conclusion

DEI initiatives aren't just for the sake of the initiative. It should be a value driver for the organization. It should be a value driver for the organization. It should be a value driver for the organization.

Elena Theodoropoulos
Vice President
Construction & Infrastructure Group
500 King Street, Suite 1900, Toronto, Ontario M5X 1C5
www.theodoropoulos.com | NFP's

Sources and Further Reading

- **Black Ties for Diversity and Inclusion in Recruitment** (Bulfinch.com)
- **Addressing the Construction Labor Shortage** (McGraw Hill)
- **Construction Workforce Strategy: Workforce Development, Training, and Retention** (McGraw Hill)
- **Diversity and Inclusion in the Workplace: The Latest Best Practices** (Bulfinch.com)
- **Addressing the Construction Labor Shortage** (McGraw Hill)
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NFP
A B.C. Company



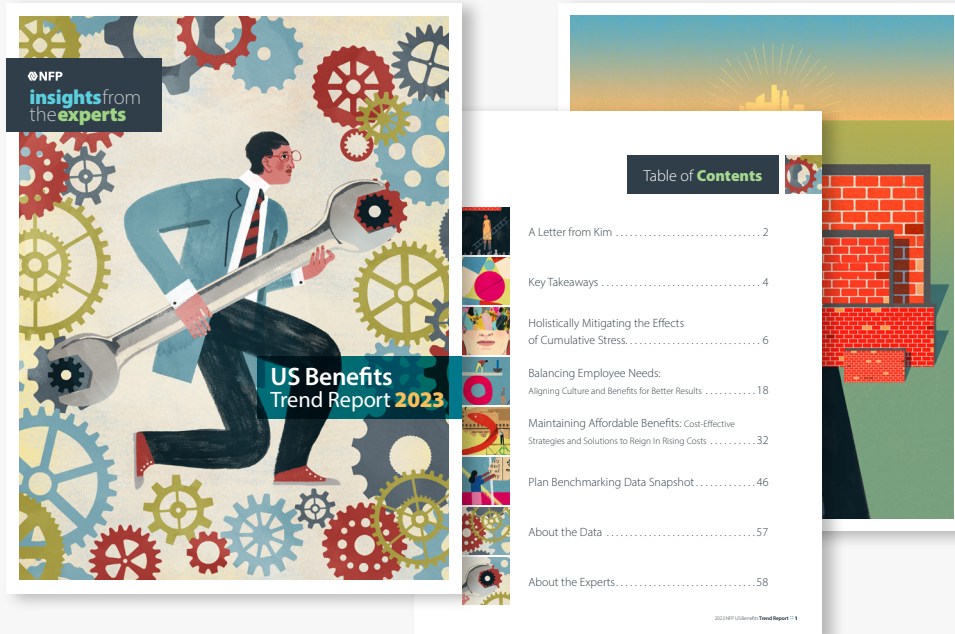
Reports

Insights from the Experts

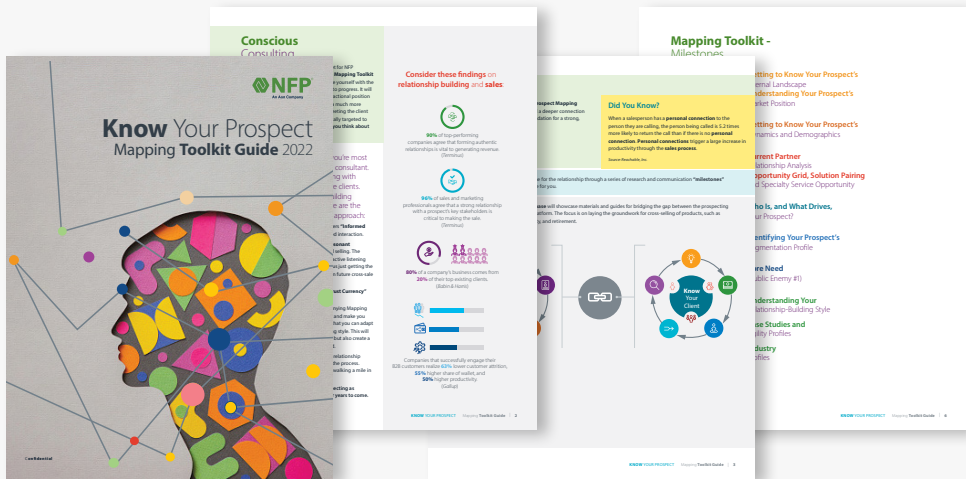
Best for:

- **Positioning NFP** as informed industry leaders.
- Combining **long-form content** and visual aids.
- Both conveying data and **contextualizing that data within the current landscape.**

insights from the experts



Text-Focused Collateral

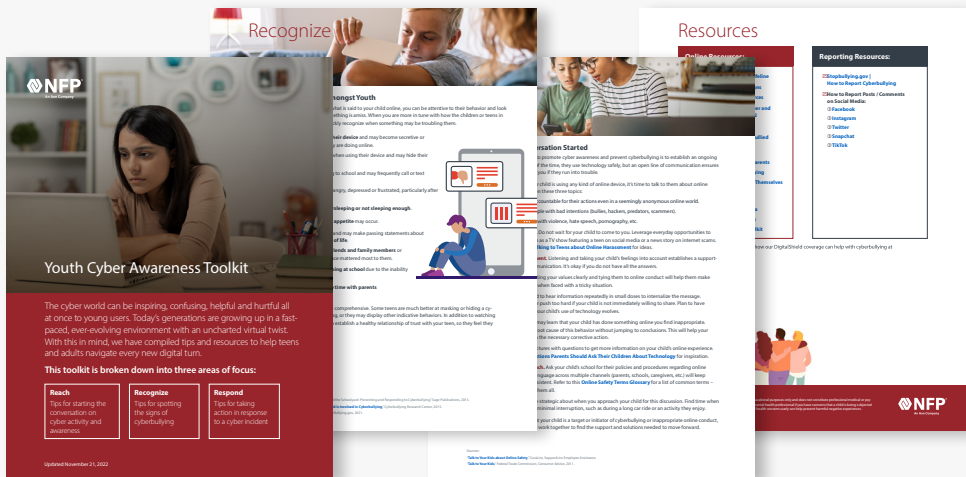


Toolkits

Best for:

- **Demonstrating NFP as a valuable partner** with helpful tools for clients/prospects.
- Combining resources for a **variety of audiences** (ex: HR leaders and their workforce).

This can be a **mix of deliverables** depending on the overall objective of the toolkit.





Connecting Expertise with Relationships
Construction & Infrastructure Group (C&I)

NFP's Construction & Infrastructure Group is comprised of colleagues across North America with years of experience dealing with insurance and surety solutions. The group focuses on servicing contractors, specialized trades and design firms in the construction and infrastructure sectors, in addition to supporting all industries and companies with capital expenditure projects. There are many areas in which the group can assist:

- Property & Casualty Insurance for Construction Sector Clients (corporate/annual policies)
- Surety for Construction Sector Clients and Other Industries (contract and commercial bonds)
- Project Insurance for Owners/Developers/Government Entities (builders risk, wrap-up, professional, environmental)

INFORMATION NEEDED TO QUALIFY:

General Contractors/Construction Managers/Specialized Trades/Subcontractors (Property & Casualty)

- NFP C&I Application
- Current Policy/Program Structure
- Annual Revenue/Loss Runs (all lines)

General Contractors/Construction Managers/Specialized Trades/Subcontractors (Surety)

- Last two years CPA-prepared financial statements, complete with notes and schedules
- Banking Information
- NFP contractor questionnaire
- Any project-specific information such as RFPs, contract documents, bonds forms

Owners/Developers/Government Entities (Project Insurance)

- NFP C&I Application
- Site Plan
- Expected Budget
- Schedule/Gantt Chart
- Expected Contract Language to be used with General Contractor
- Geo-Tech Report
- Water/Fire Mitigation Plans

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Engaging with the **Construction & Infrastructure Group (C&I)**

REACH OUT TO OUR CONSTRUCTION GROUP:

USA	US
Property & Casualty, Project Insurance: n Brown Account Executive King Street West, Suite 5140 Miss, Ontario M5X 1E1 M: 97.986.8072 n.brown@nfp.com Ian Kaporos Head of Strategy, Digital & Operations King Street, Suite 5140 Miss, Ontario M5X 1E1 M: 97.970.1115 i.kaporos@nfp.com BTY: n Stewart Surety Leader (Canada) King Street West, Suite 5140 Miss, Ontario M5X 1A9 M: 97.982.6653 j.stewart@nfp.ca	Property & Casualty: Thomas Clifford SVP, Regional Leader, Northeast 200 Park Avenue 32nd Floor New York, NY 10166 M: 977.887.1346 tom.clifford@nfp.com Brendan Sullivan SVP, Regional Leader, Central 600 N. Madison Street 32nd Floor Chicago, IL 60661 M: 773.419.1803 b.sullivan@nfp.com Lou Cipolito SVP, Regional Leader, Atlantic 2000 Kinyard Rd, Suite 300 Washington, VA 22076 M: 202.479.9769 lou.cipolito@nfp.com Sandra Ramos, CRIS SVP, Regional Leader, West P. 818.463.0568 P. 312.301.4008 sandra.ramos@nfp.com Project Insurance: Chris Smith SVP, Co-Leader, Project Risk 2 Corporate Drive, Suite 234 Shelton, CT 06484 M: 203.242.2341 chris.l.smith@nfp.com Surety: Thomas J. Hearn SVP, Head of Surety US 360 MB, Kemble Avenue Merrimack, NH 02940 M: 908.581.3086 thomas.hearn@nfp.com

...duce questions and/or highlight benefits to the client/prospect.

...ct C&I at any point to help qualify opportunity and identify industry-specific benefits.

...chedule a meeting for C&I and the client/prospect.

...art of first meeting and remain as involved as you'd like going forward.

ONLY
23-COR-0416

Producer One Pager (Internal)

Best for:

- **Briefing internal teams** about the full scope of NFP's capabilities on a product/service.
- Contains **ideal client profile** and **key industries** served.
- Uniting teams with **key information** and **selling points**.



Connecting Expertise with Relationships
Sports Tuition Expense Protection (STEP)

The **Sports Tuition Expense Protection (STEP)** program is an innovative solution that provides reimbursement for activity fees for families when their children can't participate due to injury or sickness of the player or a close family member, or if the family relocates. Enrollment in the STEP program is available to individuals and teams through NFP's Sports and Entertainment Group.

KEY FEATURES

- STEP coverage will reimburse pre-paid and non-refundable tuition and fees for the portion of playing time missed for a covered reason.
- Coverage is affordable and based on the sport, the athlete's age and the cost of tuition.
- STEP is offered on a group basis, but there is flexibility as to how it can be implemented.
- The sports organization can purchase it for all participants.
- It can be offered on an optional basis to the participants with a minimal commitment from the organization.
- STEP covers COVID-19 as a medical emergency when substantiated by an attending physician or a lab report of a positive test administered and supervised by an accredited third party.
- The carrier is Arch Insurance Company, a part of Arch Capital Group Ltd., an A-rated insurance carrier providing specialty risk solutions to clients worldwide across a wide range of industries.

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Connecting Expertise with Relationships **Sports Tuition Expense Protection (STEP)**

REACH OUT TO OUR STEP GROUP:

Leigh Ann Rossi COO, Sports and Entertainment P. 916.327.2869 leighann.rossi@nfp.com	Fred Solomon SVP, Sports and Entertainment P. 916.327.2866 fred.solomon@nfp.com
-----------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------

Introduce questions and/or highlight benefits to the client/prospect.

Contact the STEP Group at any point to help qualify opportunity and identify industry-specific benefits.

Schedule a meeting for the STEP Group and the client/prospect.

Be part of first meeting and remain as involved as you'd like going forward.

ONLY
024-SVP-127191



Highly Visual Collateral

These types of deliverables all lead with design or visual aspects. Ultimately, the balance of copy and design is skewed towards design. The written content of these deliverables should supplement the design elements.

Highly Visual Collateral

REGISTER NOW TO JOIN OUR LIVE EVENT ON 8/8!

Are you ready to rewire your mind to be more energized, alert, and resilient each workday?

Register now to become mentally strong and **BRAIN ON!**

BRAIN ON!
DEB SMOLENSKY

“This book dives deep into the professional cortex and starts down on with logic and joy to what is possible when we use our heads with intention.”
DANIEL H. PINK #1 New York Times bestselling author

Join Deb Smolensky, a leading authority on human performance and workplace well-being, on August 8th at 11:00 am ET for the book launch webinar of BRAIN ON! With special guest Kris Carr, New York Times bestselling author, wellness activist and cancer thriver.

All attendees will have access to an exclusive 99¢ e-book download of Brain ON! on launch day. Don't miss out! Register today!

Team Member Benefits & Wellness Fair

Save the Date
Wednesday, June 7, 2023
6:30 a.m. – 10:30 a.m.
505 College Ave
Ottawa, IL 61350
Location: Chapel

Why Attend the Team Member Benefits & Wellness Fair?

Want to be more health conscious? Learn more about the benefit offerings! Take the opportunity to have your questions answered! Pick up some great free gifts!

All team members are encouraged to attend. There will be benefits information, door prizes, give-a-ways, and much more!

Blue Cross BlueShield of Illinois | COMPSYCH | DELTA DENTAL | eye Med | NFP An Aon Company | RXnGo | UMB

Flyer

Best for:

- **Minimal content**, eye-catching design.
- **One page worth** of information.
- Providing a **high-level overview** of a product, service or event.

This type of deliverable varies depending on the context and project needs but should always be visually engaging.

Create the culture you want.

SPEAK UP!

If you observe something that doesn't align with our values, call the EthicsPoint hotline (855.296.9085) or visit nfp.alertline.com.

You will be heard.
All calls are taken seriously.

Action will be taken.
Every situation is investigated.

You are safe.
We have zero tolerance for retaliation in any form.

If you're not sure about a particular situation or have questions, reach out to a manager, HR, a leader in your region or a member of the Ethics & Compliance team. For contact info, resources and other details on our commitment to ethics, click on the Ethics & Compliance tile in MyApps.

NFP
An Aon Company

FACTS ON CYBERCRIME FROM DIGITALSHIELD® AND HOW TO PROTECT YOURSELF



AMERICANS LOST OVER \$10.3 BILLION TO INTERNET CRIME IN 2022

- 92%** ARE CONCERNED ABOUT A CYBER BREACH
- 56% of Americans** DON'T KNOW WHAT STEPS TO TAKE IN THE EVENT OF A DATA BREACH
- 49% increase in financial loss** DUE TO INTERNET CRIME IN 2022

- 47% of US consumers experienced identity theft since the pandemic.
- 37% experienced application fraud, with another 38% having experienced account takeovers

DigitalShield Can Help You

In 2022, 422 Million People Had Their Data Compromised by Data Breaches

- 1.3 billion** social media users were hacked or have had their accounts hacked or data compromised worldwide.
- 30%+** of U.S. Consumers were targeted by scams in 2021, including Phishing, P2P and romance (or emotional) scams.
- 37%** of young people have been victims of cyberbullying, and **59%** have been harassed online.
- Among adults, **41%** have experienced online harassment.
- In 2022, **SIM swapping** resulted in adjusted losses of more than **\$72 million**.

Avoid Costly Consequences by Taking Cyber Security Seriously

The cost of cyber risk

— Did you know? —

Canada's businesses aren't taking cyber security seriously...

- 97.9%** Employer businesses in Canada deemed small*
- 7%** Canadian small businesses have purchased cyber liability insurance**
- 60%** Businesses in Canada with no insurance to help recover in the event of an attack

While the right protection doesn't cost nearly as much as the problem.

\$14,000 Amount businesses in Canada spent on cyber liability insurance**

...even though a cyber breach can really cost you.

\$100K Estimated cost for 37 per cent of businesses impacted by a cyber breach*

\$1T Estimated cost of intellectual property stolen globally each year*

A cyber breach is just an accident waiting to happen.

56% Canadian business owners affected by cyber breach in last two years*

56% Small business owners concerned about how breaches would affect their business**

Cyber insurance and a smart cyber strategy save you hundreds of thousands of dollars, and grant you peace of mind.

Contact NFP and find out how to get started today.

NFP
An Aon Company


Infographic

Best for:


- Providing a **visual representation** of a key point or message.
- Minimal written content – **stats** or **data-forward**.
- Directing to or **supporting a larger piece of content** or deliverable.

This type of deliverable will more than likely require require a meeting with design to discuss direction.

Key Takeaways



24% of employees feel their benefits **completely** meet their needs.



95% of workers are **worried** about the economic situation in the US.

63% of employees would purchase life insurance with **LTC** if their employer offered it to them and the price was right.

BUY NOW

© 2023 NFP US Benefits Trend Report



Postcard

Best for:

- Introducing an **external audience** to an NFP product or service.
- **Promoting** an upcoming event.
- Conveying minimal information with a **call to action**.

This type of deliverable should include a **QR code** or **contact information**.




Placemat

Best for:


- Enhancing stakeholder understanding of data.
- Combining charts, graphs and quotes to drive key points.
- Conveying a key understanding of a client/prospects' pain points and what they care about.

Aviation & Aerospace Capabilities



About NFP

NFP is a leading property and casualty broker, benefits consultant, wealth manager, and retirement plan adviser that provides solutions enabling client success globally through employee expertise, investments in innovative technologies, and enduring relationships with highly rated insurers, vendors, and financial institutions.




7,400+
employees globally across the United States, Canada and Europe

Why We Are Different

Large Commercial Risks	The NFP Advantage	Small Regional Risks
Industry Specialists	Experts	Generators
Responsible Service Models	Proven and Evolving Service Models	Limited Market Leverage
Local Office Networks	High Staff-to-Client Ratio	Geographically Limited
Compliance/Financial Health	College Education and Tech Salary	Reliance on Old-School Broker Networks
High College Salaries	Technology Leverage	Unhypothesized Approach
Responsible Service Models	Innovative and Nimble	Limited Balance Sheet

National Rankings


- #9 commercial lines agency, based on P&C and commercial lines revenue as ranked by Insurance Journal
- #9 largest property & casualty agency by total P&C revenue as ranked by Insurance Journal
- #7 largest benefits broker by global revenue as ranked by Business Insurance
- #2 retirement plan aggregator firm as ranked by Investment News
- #7 largest US-based privately owned broker as ranked by Business Insurance
- #13 largest broker of US business as ranked by Business Insurance
- #13 global insurance broker as ranked by Ernst & Young
- #9 best place to work in insurance as ranked by Business Insurance




Key Highlights

- Aircraft Hull and Liability
- Aviation General Liability
- Products Liability
- Property
- Workers Compensation
- Cyber Liability
- Professional Services Liability

Experts




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Aviation/Pilot's Leader
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E: jjeter@nfp.com



Max Mitchell
Senior Vice President
Complex Risk Solutions - Aerospace
P: 901.229.3814
E: mmitchell@nfp.com


Program Underwriters



All Together Now

Totalis Program Underwriters is a scaled and integrated platform providing specialized expertise and solutions for niche and underserved areas of the market. With a growing collection of highly regarded specialty programs in multiple industries, we're leveraging opportunities to enhance and innovate solutions for today's most complex risks.

Totalis programs are all built to deliver superior customer service, disciplined underwriting expertise, and long-term profitability and sustainability for our valued distribution and carrier partners and insureds. Dedicated to continually elevating the breadth of knowledge and depth of experience essential to driving business growth, Totalis is where industries turn for solutions.



<h4>Auto Services Group</h4> <p>Offering a suite of Finance and Insurance (F&I) products such as high-mileage lease contract and warranty programs for automobile dealerships.</p> <p>Geography/Territory: Nationwide Business Leader: Paul Sullivan paul.sullivan@totalis.com</p>	<h4>Financial Institutions Group - Equity Protection Program (EPP)</h4> <p>Our Equity Protection Program (EPP) increases the loan options available to lending institutions by expanding loan guidelines and parameters for a variety of home equity products in a fully insured portfolio program. By insuring loans with augmented loan-to-value thresholds, stable income ratios and credit score ranges, the lender is able to expand their equity loan offerings without additional risk to the lender. In the event of default, the full balance of the covered loan is payable after approximately 90 days, without incurring an expensive foreclosure, a charge-off or RDA charge. Targeted primarily to regional banks and credit unions.</p> <p>Lines of Business: EPP Only Geography/Territory: Nationwide Business Leader: Rick Hughes rick.hughes@totalis.com</p>
<h4>Commercial Surety</h4> <p>Contract and Commercial Surety Bonds for a wide variety of industries and needs, with specific expertise and an exclusive product for off-risk to other bonds in challenging non-covered events, or where principal has sub-prime credit. No premium threshold, but focused on wholly transactional bonds.</p> <p>Lines of Business: Commercial Surety Geography/Territory: Nationwide Business Leader: Mike Lape mlape@totalis.com</p>	<h4>Healthcare Industry Insurance Services (HIIS)</h4> <p>Medical malpractice coverage for a wide range of medical professionals and facilities, including urgent care clinics, occupational medical clinics, behavioral and group physician practices, ambulatory practices, allied facilities, healthcare staffing firms, multi-specialty clinics and more.</p> <p>Geography/Territory: Nationwide Business Leader: David Wood david.wood@totalis.com</p>
<h4>Entertainment Risk (ER)</h4> <p>ER is the market leader for hospitality insurance that focuses exclusively on nightlife and entertainment. Focusing on bars, taverns, nightclubs, live music venues, and adult entertainment venues with higher liquor sales.</p> <p>Lines of Business: General Liability, Liquor Liability, Assault and Battery, Employee Benefits, Host/Non-Owner Auto Liability, Commercial Property Geography/Territory: Nationwide Business Leader: Tom Boardman tboardman@entertainmentrisk.com</p>	<h4>Insurance Specialty Group (ISG)</h4> <p>CGI (primary and excess) and Builders Risk for residential homebuilders in challenging construction defect (CC) states. Offering project, practice and wrap policies as well as builders property policies.</p> <p>Lines of Business: CGI (Primary and Excess) and Builders Risk Geography/Territory: Nationwide, Excluding New York Business Leader: Stephen Havel shavel@isg.com</p>
<h4>EverGuard Insurance Services</h4> <p>Hospitality program for restaurants, bars and taverns, focusing on establishments with alcohol sales. Commercial package product with industry specific endorsements and coverage extensions. The program allows new owners and various amounts of entertainment and security exposures but excludes Nightclubs and Adult Entertainment Businesses. Active in 46 states.</p> <p>Lines of Business: Multi-peril Commercial Package Policy, Liquor Liability, Assault and Battery, Limited Professional Liability (EPL) Geography/Territory: Nationwide Business Leader: John Mahoney john.mahoney@everguard.com</p>	<h4>Mexpro Auto</h4> <p>Short term automobile policies, primarily for US citizens and Mexican nationals traveling into Mexico for business and pleasure and who do not provide coverage. Auto comprises approximately 95% of the existing portfolio, but coverage is also available for non-travel, recreational RV, boats and other related exposures.</p> <p>Lines of Business: Primary Private Passenger Auto, Some Miscellaneous Additional Domestic Lines Geography/Territory: Mexico Business Leader: Nate Watson nate.watson@mexpro.com</p>
<p>Geography/Territory: Nationwide Business Leader: Drew Hill dhill@parkhill.com</p>	<p>Geography/Territory: Nationwide Business Leader: Sean Green sgreen@totalis.com</p>

Totalis Leadership

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Michelle Sorrentino
Senior Business Development Manager
michelle.sorrentino@totalis.com
770.280.5579

Highly Visual Collateral

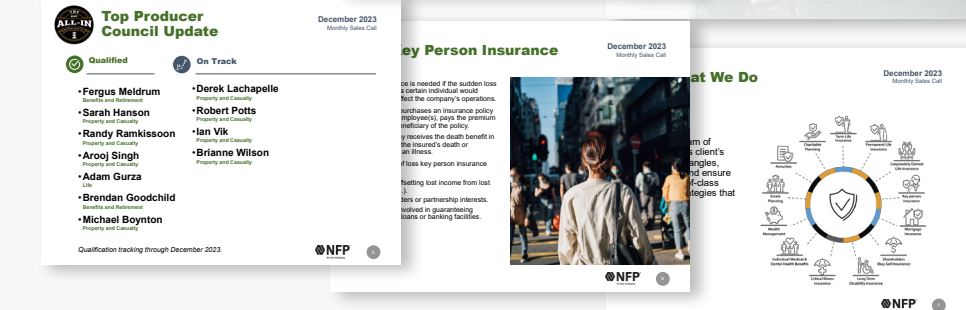
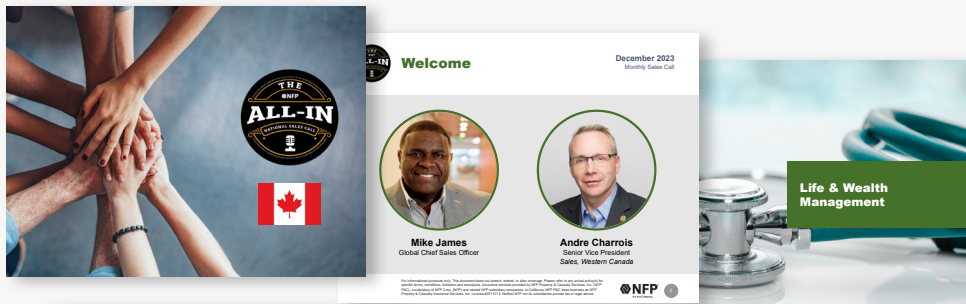
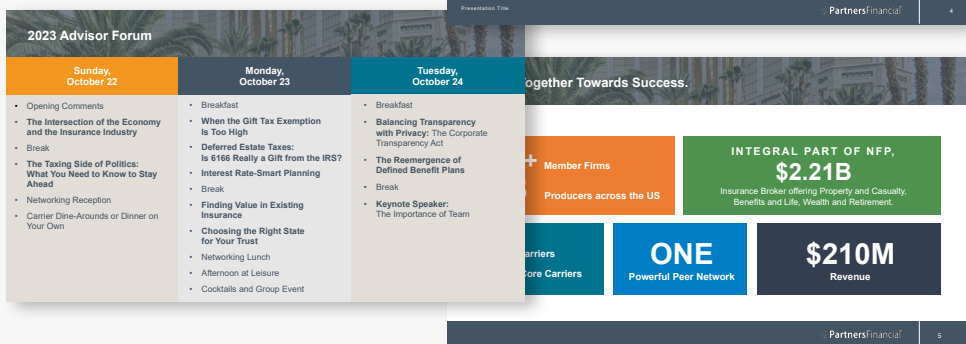


PowerPoint Decks

Best for:

- **Presentations** (internal and external) and **webinars**.
- Providing a visual aid with **balanced key information and data**.

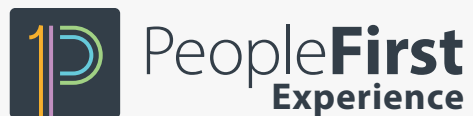
If you are unsure whether the Brand team or MRD should handle the generation of a presentation, just ask!



MRD PowerPoint Slides



Brand and Identity



Logos

Best for:

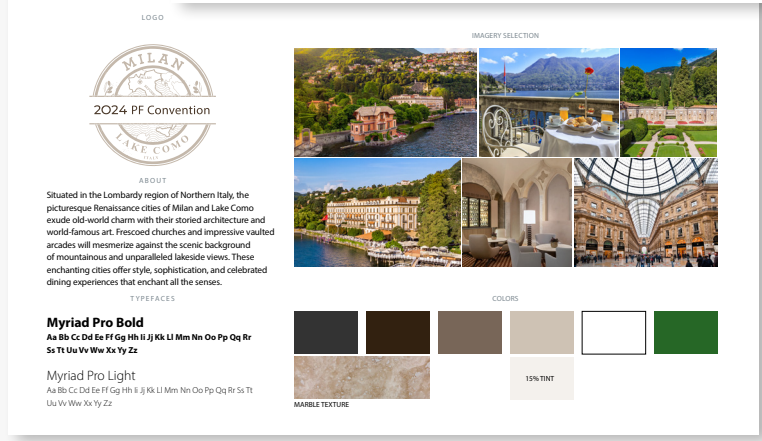
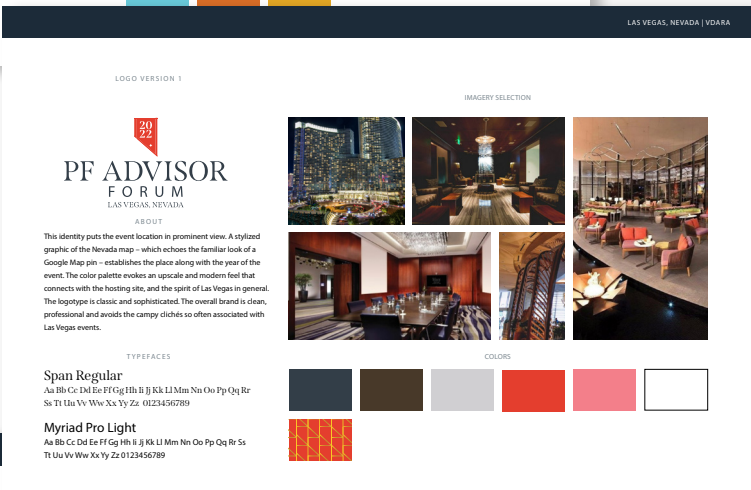
- Creating an **identifiable look and feel** for a program or a large event such as SKO, Resolve, Elevate, etc.
- **Combining NFP branding** with a **location**.



Icons

Best for:

- Creating a **graphic illustration** of a concept
- **Representing an application** or **program** through illustration and design
- Creating a **visual aspect** to distinguish sections of a larger piece



Mood Boards

Best for:

- Creating a **visual exploration** of what a larger project will look like.
- **Brainstorming** design concepts for events.
- Combining deliverables such as **logos, color palettes** and **photographic** examples.

Not a final product, but a visualization of what a project could look like.



Comms Branding and Ads



Email headers

Email Headers

Best for:

- Providing the **name/date** of an event
- Giving a **high-level visual** impression

Email Header

600 x 200 px , 600 x 300 px

New HTML Email Templates

Digital does not need to be involved if using an existing Pardot template. For new, unique template designs, contact the **Digital PM** to discuss needs and options.



Cvent

Note: For full event branding and graphics needs, have a scoping discussion.

Cvent Header

1920 x 458 px (can vary in height)

- With logo
- No logo

Mobile Event Icon

400 x 400 px

Mobile Splash Page

1600 x 2560 px



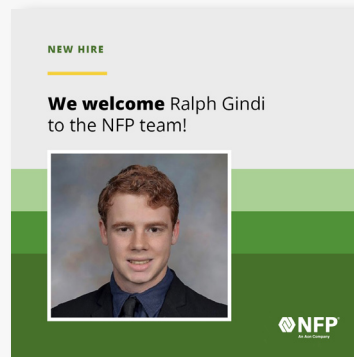
Portrait: 1080 x 1350 px



Twitter: 1600 x 900 px



Facebook: 1200 x 630 px



Instagram Post: 1080x1080 px



LinkedIn: 1200 x 627 px

Social Images

Best for:

- **Promoting** an event.
- **Driving audiences** to another deliverable.
- Raising general **NFP brand awareness** and promoting values.
- Establishing NFP as thought leaders.

Social post text (or “captions”) as well as image text can be requested of the content team.

For all platforms, **portrait** and **square** image ratios work well, or you can use a rectangular image per the specs below when necessary to fit image content. For stories on Instagram or Facebook, 1080x1920 is ideal. However, other ratios can be edited to fit.

Portrait

1080 x 1350 px

Rectangle

LinkedIn: 1200 x 627 px

Facebook: 1200 x 630 px

Twitter: 1600 x 900 px

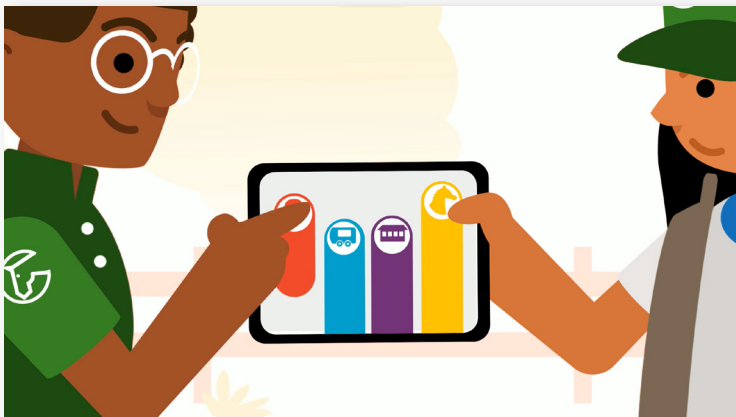
Instagram Post: 1080 x 1080 px

Square

1080 x 1080 px

Instagram Stories

1080 x 1920 px

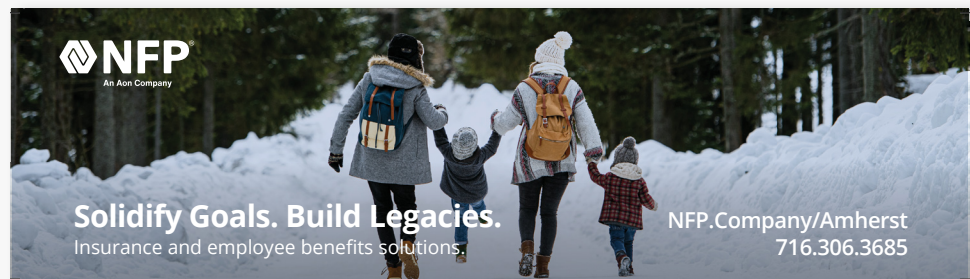


Video

Video needs require a scoping conversation with the team to determine the best approach. Because video can often have longer lead times, the earlier a scoping conversation can take place, the better.

Our primary formats include:

- **Stock footage videos** with text and/or voiceover.
- **Custom animations** with text and/or voiceover.
- **Interview-style** “talking heads” videos.



Billboard

Print Ads

Best for:

- Capturing attention with minimal content and maximum design.
- Conveying a snapshot of NFP’s overall services.
- Providing a CTA.

Full page

- Headline
- Subhead
- Brief paragraph (if necessary)
- Business line breakdown/tagline

Half page

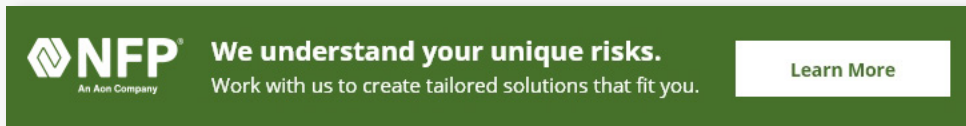
- Headline
- Subhead
- One to two sentences (if necessary)
- Business line breakdown or tagline

Quarter page

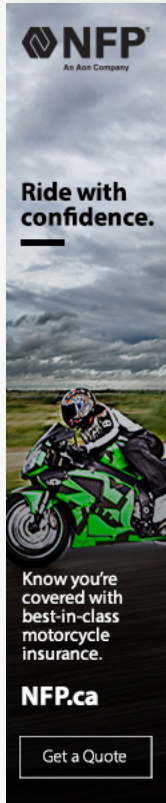
- Headline
- Subhead
- Business line breakdown or tagline

Billboard

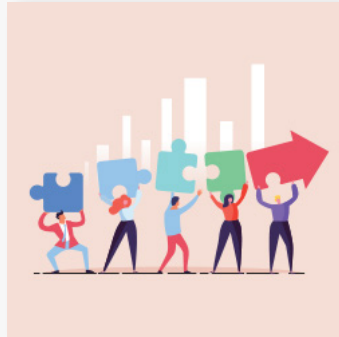
- As little text as possible – maximum readability, eye-catching design



Horizontal Banner (Leaderboard) 728 x 90 px



Vertical Banner (Skyscraper) 120 x 600 px



Small 250 x 250 px



Med Rectangle 300 x 250 px

Shown at 50%

Web Ads

Best for:

- Driving audiences to want to know more.
- Catching attention and alluding to NFP's ability to offer a product/service.
- Conveying key differentiators or advantages to working with NFP.
- Presenting a common problem and how NFP offers a solution.

Content dependent on audience and size.

Common Ad Sizes

Horizontal banner

(Leaderboard)

728 x 90 px

Vertical banner

(Skyscraper)

120 x 600 px

Small

250 x 250 px

Medium Rectangle

300 x 250 px

Large Rectangle

336 x 280 px

Digital

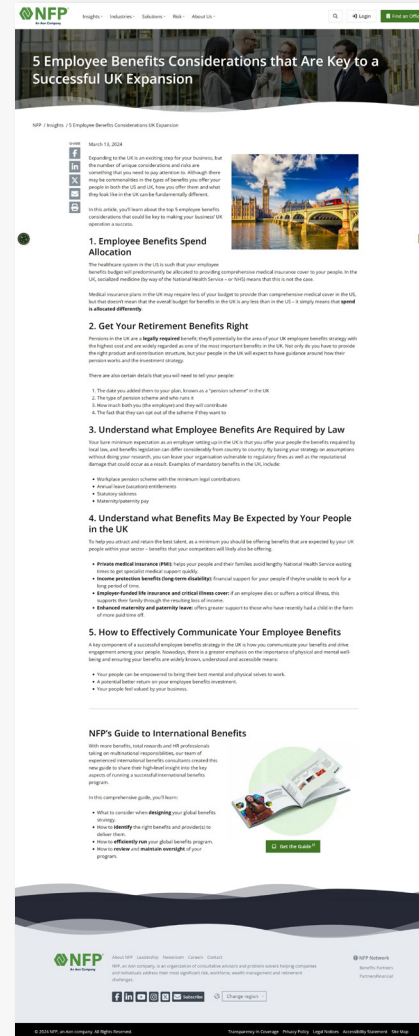
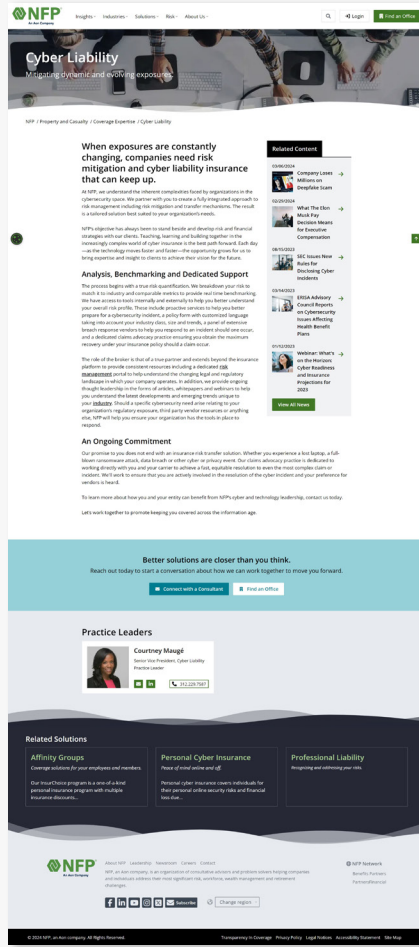


Digital

Basic Digital

*Can Be Submitted via **Standard Brand Process**

Note: If there's any uncertainty about your ask, reach out to the Digital PM to discuss.



Site Updates

Content updates/basic reorganizations

Best for:

- Copy updates on an existing page
- Adding or removing elements on one or two pages
- Simple rearrangement of pages (combining, deleting or adjusting the hierarchy of a small number of pages)

Insights articles (published to Insights | NFP)

Best for:

- Sharing informative content, thought leadership, webinar recordings, topical information

Press Releases/Media Mentions (published to Newsroom | NFP)

Best for:

- Sharing company updates and mentions of NFP/NFP experts in other news and industry publications
- Should be routed through the PR/Communications team for approvals

NFP
An Aon Company

Insights - Industries - Solutions - Risk - About Us

8900 Keystone Crossing, Suite 900, Indianapolis, Indiana 46240
Call: (877) 833-5900

NFP / About NFP / Find an Office / 8900 Keystone Crossing, Suite 900, Indianapolis, IN

Contact Our Office

FIRST NAME * LAST NAME *
PHONE * EMAIL *
COMPANY HOW DID YOU HEAR ABOUT US?
HOW CAN WE HELP YOU? *

Submit

Main Office
8900 Keystone Crossing, Suite 900
Indianapolis, Indiana 46240
T: (877) 833-5900

- Benefits**
We're fluent in the changing healthcare regulations and design **benefits packages** based on clients' specific needs and objectives.
- Property & Casualty**
No matter how unpredictable our environment is, the support of proven **risk management consultants** will help you thrive.
- Compliance**
We anticipate opportunities to make informed choices that **lessen the risk of penalties**.
- Executive Benefits**
Specialized **executive benefits** are a powerful tool for enticing and rewarding the top people in your organization.
- Health Strategy**
We garner insights from health analytics and predictive forecasting to inform **health strategy and benefits plan** decisions.
- Employee Communications**
We develop technology-enabled **communication strategies** that educate and engage employees on their benefits.
- Compensation**
We create **compensation strategies** that align with market and industry benchmarks, are competitive, and embrace total rewards.
- Organizational Performance**
We help clients **optimize performance** through organizational development, change management and strategic planning.

Office pages

Best for:

- Demonstrating the capabilities of specific locations and providing a space to showcase content, achievements and expertise.

Office Details

About Us Insights Events White Papers

A community-minded locally rooted benefits and compensation advisory firm in Indiana with a quarter century of brand equity and client success stories. Combined with a global benefits powerhouse to add further depth and breadth to employer teams like yours.

What We Do

Building partnerships by discovering and understanding each client's unique challenges, we deliver holistic solutions that allow employers to take care of their people and anticipate future needs in a workplace where people can fulfill their potential.

In The Community



Annual United Way Campaign

Our experts have proven experience and advice about strategies you can implement to create a meaningful and productive workplace for your employees.



Outreach

We're proud to support Outreach's mission to equip and empower homeless teens and young adults to achieve stability and life transformation. A highlight from this past year was our celebration with the high school graduating class of 2018.



YMCA Breakfast with Santa

Since 1999, the YMCA has hosted its annual Breakfast with Santa program, providing a hot breakfast, a visit with Santa, and a toy to each child from local shelters. We're honored to be the premier sponsor and volunteer at the event each year.

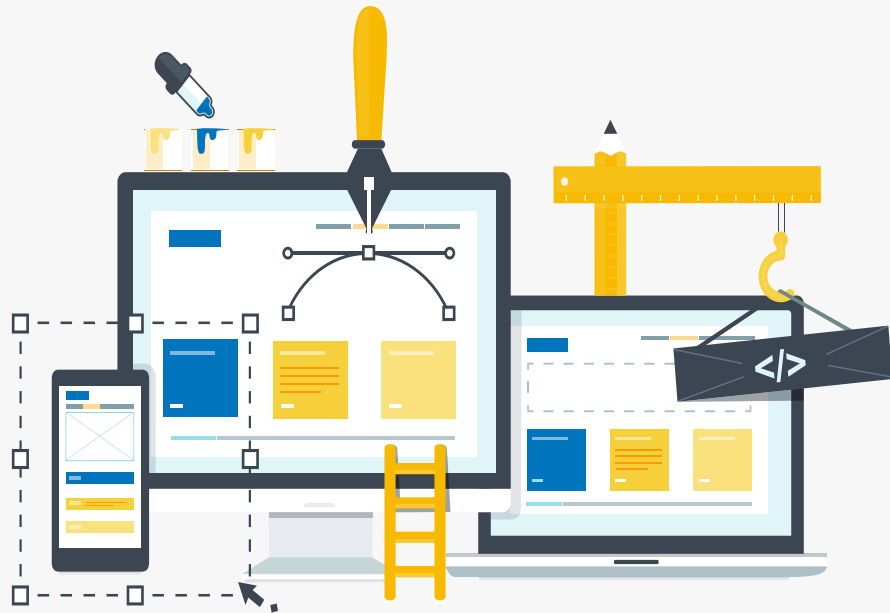
We Work With Some Great People



Awards & Recognition

At NFP Indiana, we put people first – both yours and our own. Our focus is to provide solutions and strategies that help you create an environment of success and understanding with your employees. We've been fortunate to receive recognition for our own business results along the way. Here's a quick look at the awards and recognition we have received.





In-Depth Digital

*Discussion with **Digital Team** Required

These larger and more complex projects require a conversation with the Digital Team to assess bandwidth and determine timelines, objectives and overall business need, as well as to approve budget and establish KPIs (as applicable).

Best for:

- Building new and migrating existing sites to NFP enterprise CMS and tracking demand and lead generation on a larger scale or as part of a larger strategic initiative.

Building New Sites

Migrating or Updating Multiple Pages/Sites

- For a significant amount of content – if uncertain whether your page updates are complex enough to require a meeting, contact the **Digital PM** for input.

Building Content Hubs

- Multiple pages on a given subject, structured with a main landing page that acts as a gateway to multiple subpages/articles.
 - Benefits Trend Report
 - Team profiles

Paid Media Campaigns

Ongoing Tracking and Analytics Strategy



Support

SEO Audits/Reviews

Review of a page or set of pages. For large projects, check in with **Digital PM** to establish planning.

Note: For new content asks that will be published on the web, you can request SEO as part of content development via the standard process.

Best for:

- Optimizing keywords to drive web traffic to our website(s)

Simple Analytics

For full scope of tracking abilities and analytics, meet with Digital during the planning phase.

Best for:

- Tracking interactions and page performance, allowing us to improve over time

New HTML Email Templates

Digital does not need to be involved if using an existing Pardot template.

Best for:

- Client and prospect outreach from Marketing.

Custom Branded Short URLs and QR Codes

Best for:

- Simplifying calls to action/contact information at events, on flyers/postcards, etc.

