

Bankers Life Golden Beacon Program Guidelines



About the Recognition Program:

The Bankers Life Golden Beacon program recognizes the volunteer or service work of individuals aged 50 and older who are making a lasting difference in the community in which they serve.

Administrator:

Bankers Life and Casualty Company and its representatives serve as the sole sponsor and administrator of this program. Bankers Life branches, employees and agents in the following communities are participating in this program, defined as the Golden Beacon pilot communities: Fairfield, Connecticut; Sarasota, Florida; Kalamazoo, Michigan; Concord, New Hampshire; and King of Prussia, Pennsylvania.

Nomination period:

The period to submit nominations on www.bankerslife.com/goldenbeacon will run from February 1 to March 17, 2017.

Eligibility/Nominee Criteria:

In order to be eligible to be selected as a Bankers Life Golden Beacon recipient, nominees must meet the following criteria:

- Must be aged 50 years old or above on February 1, 2017
- A resident of the Fairfield, Connecticut; Sarasota, Florida; Kalamazoo, Michigan; Concord, New Hampshire; or King of Prussia, Pennsylvania communities or 25 miles adjacent to these communities.
- The nominee demonstrates qualities of compassion and service to either one charitable organization or a variety of volunteer activities that better the community in which they live.
- Individual does not receive any monetary or personal benefits from their involvement in this charity, organization service or event.
- Volunteer work has taken place in the past year (February 2016 – present) and directly benefits the local community located within 25 miles of the Golden Beacon pilot communities.
- The nominee cannot be an employee of, or immediate family member of an employee of Bankers Life, CNO Financial Group or its subsidiaries.

Selection Process and Honoree Recognition:

- To nominate potential recipients of the Bankers Life Golden Beacon recognition, nominators must submit during the nomination period a 200-word description through the online submission form at www.bankerslife.com/goldenbeacon. Submissions delivered in any other format will not be eligible or considered for this program.

- One nominee from each community will be selected as the official honoree after the nomination period closes on March 17. The honoree will be selected at the sole discretion of each community's branch sales manager and Bankers Life's corporate communications department based in Chicago, Illinois.
- For each honoree (five total), Bankers Life will donate \$500 to the charity of the honoree's choice. The charity benefiting from the donation must be associated with the honoree through volunteer work conducted in 2016 as reflected in the nominee's submission.
- The \$500 donation will be made directly from Bankers Life to the charitable organization. It is our general understanding that this donation will not affect the honoree's tax situation. However, individuals should consult their own personal legal & tax advisors for such advice specific to their own circumstances.
- Nominees who are not selected as a Golden Beacon honoree will not be notified.
- By nominating a potential recipient for the Golden Beacon honor, the nominator verifies that the information submitted is true and accurate.

Recipient Responsibilities and Liability:

- Pending written consent from the Golden Beacon honoree in each community, Bankers Life will execute the following activities to communicate the choice of the honoree:
 - Bankers Life will publish the honoree's name and likeness on BankersLife.com.
 - Bankers Life will distribute a press release naming the honoree in each pilot community to local press outlets.
 - Bankers Life will profile the honoree in a local community media outlet/publication chosen by Bankers Life.
- Any additional content published or promoted on additional communication channels will not be distributed without the expressed consent of the honoree.
- The Golden Beacon honoree reserves the right to decline participation in any or all of the recognition activities.

Privacy Policy:

The personal information and data of nominees will not be shared with unaffiliated third parties, including advertisers. However, the nominee names may be shared with their associated charities for volunteer work verification and honoree's donation.

Bankers Life is the marketing brand of Bankers Life and Casualty Company, Medicare Supplement insurance policies sold by Colonial Penn Life Insurance Company and select policies sold in New York by Bankers Conesco Life Insurance Company (BCLIC). BCLIC is authorized to sell insurance in New York.

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