



June 15 - Sept. 14

Start Your Engines...

The bright colors, the roaring engines, the screaming fans, the smell of brake dust and rubber, the taste of an ice-cold beverage on a day spent in the sun, the rumble in your seat as the cars charge past. There is nothing in the world like attending a NASCAR race in person. You can be there with the **Drive for DI** sales campaign.

The **Drive for DI** series starts June 15 and runs through September 14. Top performers in the following categories will earn a trip to attend a NASCAR Sprint Cup Series™ race at the Texas Motor Speedway in Fort Worth November 4, 2012. Transportation, accommodations and other unique experiences will be provided and will make this a weekend to remember.

- **Disability Income Points**
(1 point for each submitted dollar of premium and 2 points for each paid** dollar of premium)*
- **Business Overhead Expense Points**
(1 point for each submitted dollar of premium and 2 points for each paid** dollar of premium)*
- **Guaranteed Standard Issue Premium**
*(Paid** premium for newly written GSI cases)*
- **DI and BOE Total Paid Premium**
*(Paid** premium for DI and BOE cases)*
- **Two Wildcard Winners**
(Any producer who submits at least five DI, BOE and/or GSI applications will be entered into a drawing to select two wildcard trip winners.)*

Don't worry, if you don't bring home the checkered flag in one of the above categories, you'll still be rewarded. Second and third place finishers in GSI paid premium and second through fifth place finishers in all other categories will earn gift cards from \$400 to \$100 to use at the NASCAR online store, where there's something for every true NASCAR fan with a full line of genuine driver items—apparel, memorabilia, collectibles, tailgating essentials, home or office accessories and much more.

Contact us today to find out more about the Drive for DI 2012 sales campaign.



Notes:

*To be eligible for this campaign as submitted business, applications must be received between June 15 and September 14, 2012.

** All premiums paid between June 15 and September 14, 2012 will be counted toward Drive for DI totals, even if the application was submitted prior to June 15.

Winners of the trip to the NASCAR race may have business meetings with senior executives during their trip to Fort Worth, Texas.

In the event a producer or agency manager wins multiple categories, the next place finisher (who achieves minimum requirements) will qualify for the award.

In the applications submitted categories, we reserve the right to rescind the award if an excessive number of applications do not clear by 10/15/12.



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