

Protective® Classic Choice term summer 2025 incentive campaign

This summer, increase your earnings with Protective Classic Choice term policies. Participate in this limited-time campaign and be entered to win one of three \$1,000 prizes.

Eligibility and entry

- To participate, submit Protective Classic Choice Term applications between **June 1, 2025, and July 31, 2025**.
- To qualify for incentives, policies must be in force by **September 30, 2025**.
- This campaign is open to all writing agents - excluding all agents and applications in the state of New York.

Incentive structure

- 2 paid Protective Classic Choice term policies: **\$50 gift card**
- 3 paid Protective Classic Choice term policies: **\$75 gift card**
- 4 or more paid Protective Classic Choice term policies: **\$100 gift card**
- Each submitted application earns one entry into a random drawing for one of three **\$1,000 gift cards**. Winners will be contacted and announced by August 29, 2025.

Rules and regulations

This incentive is governed by the terms and conditions set forth by Protective Life Insurance Company. Applications must be submitted within the specified campaign period and meet all requirements for being placed in force. The rewards are non-transferable, and qualifying participants will receive one gift card. Duplicate entries or non-compliant submissions will be disqualified.



Take advantage of this exclusive opportunity to enhance your earnings while helping clients secure affordable term coverage to protect their future.

Protective refers to Protective Life Insurance Company (PLICO) located in Omaha, NE, and its affiliates, including Protective Life and Annuity Insurance Company (PLAIC) located in Birmingham, AL. Product guarantees are backed by the financial strength and claims-paying ability of the issuing company.

Protective Classic Choice (TL-21) is a term life insurance policy issued by PLICO in all states except New York. Consult the policy for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex.

Protective® is a registered trademark of PLICO. The Protective trademarks, logos and service marks are property of PLICO and are protected by copyright, trademark, and/or other proprietary rights and laws.

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