

The image features a large, multi-story office building with a modern design, characterized by horizontal bands of windows and concrete. The name "Plymouth Rock Assurance" is prominently displayed on the upper left side of the building's facade. The building is set against a backdrop of a clear sky and distant green hills. In the foreground, there are landscaped areas with trees and a paved walkway. The entire image is overlaid with large, diagonal graphic elements: a blue band on the left, an orange band on the right, and a grey band running parallel to the orange one. The Plymouth Rock Assurance logo is located in the top left corner, featuring the company name in a bold, sans-serif font with a registered trademark symbol.

**Plymouth Rock**  
assurance®

**Partner with  
Plymouth Rock**

Are you looking for  
creative ways to  
grow your business?

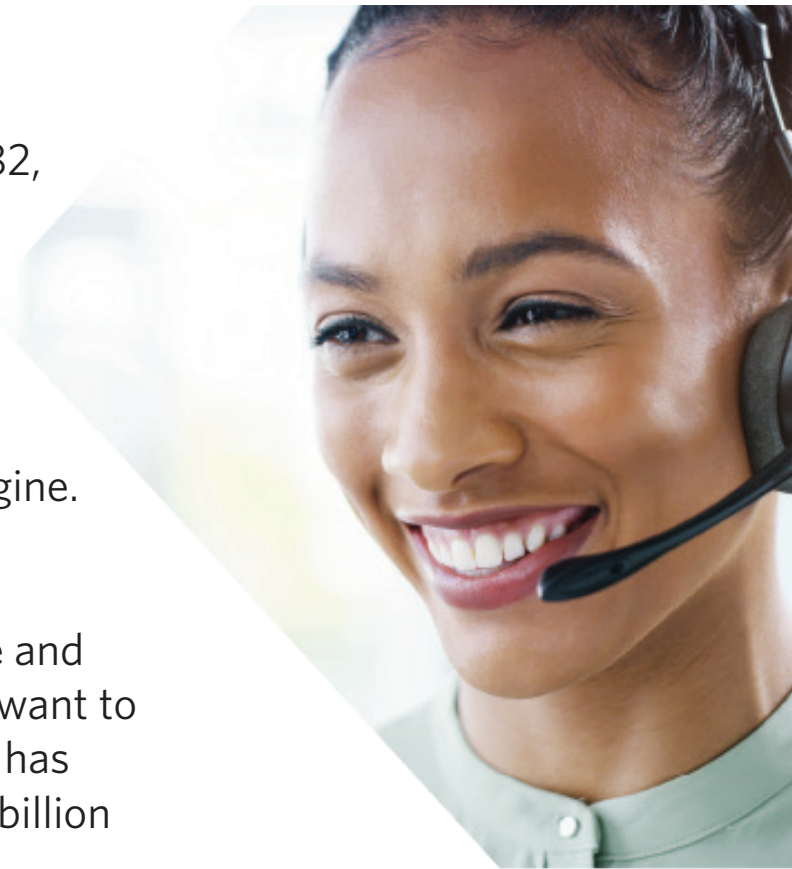




## Who is Plymouth Rock?

Plymouth Rock Assurance, founded in 1982, is a personal lines insurance carrier that continues to redefine the category through innovative service offerings and superior customer care. Our entrepreneurial spirit and “out of the box” way of thinking has been a key growth engine.

Our mission has always been to give our customers the highest standard of service and care and to treat them the way we would want to be treated. This approach to our business has steadily grown Plymouth Rock into a \$1.6 billion company.



# Why consider Plymouth Rock as a growth engine for your business?

If you're a professional or alumni association considering affinity group partnerships, you should think Plymouth Rock. Maybe you're an employer looking for ways to leverage your employee incentive programs. Bottom line, if you are considering partnerships to strengthen your marketing base, then look no further. There's nothing to lose and everything to gain for your organization.



We'll give  
your members  
exclusivity in a loyalty  
program that offers  
partnership benefits  
and creates  
extra value.

In addition to our  
highly competitive  
rates, we offer extra  
membership discounts  
starting at 5%\*.

Our partnership  
programs are turnkey.  
There is no extra effort  
on your part.

# How does Plymouth Rock make this program easy for you?

We offer our partners custom marketing programs, materials and counseling that makes reaching your customers a snap!

And Plymouth Rock gives you an arsenal of marketing materials to arm your custom-tailored strategy. Whether it's direct mail, email, digital, promotional, we've got you covered. With our turnkey program, we do all the work. We even customize your materials with a unique vanity telephone number and URL that are easy for your customers to remember.

Our in-house creative team will provide you with design direction and materials at no additional cost to you. Need a brochure or flyer for an event? Copy and design for publications or customer newsletters? We've got your back. We can also offer deployment, measurement and optimization at no cost to you.

Finally, once your customers engage with our expert Sales Center representatives they will be sold. At Plymouth Rock, our sales team makes it their mission to ensure a productive and positive experience. We provide a consultative sales environment that educates our customers to protect what they value most while providing peace of mind when they need it most. By developing and implementing strategic solutions aimed at providing our customers with new and enhanced product offerings, process improvements, and technological advancements, we build lasting relationships with our customers. They'll thank you for the introduction!

## Does a Plymouth Rock partnership make financial sense?

With no financial investment on your part and with Plymouth Rock doing the heavy marketing lifting, this program is the turnkey way to give your customers or alumni real value and sales, both in the highest-quality customer care and service and the additional member discount.

Plymouth Rock will work with you to craft a custom program that meets everyone's needs.



# Plymouth Rock has solid partnership experience

## Postcards

## Emails

## Magazine Ads

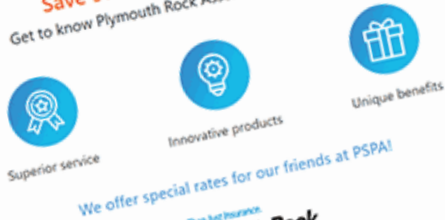
# Landing Pages

More Than Just Insurance  
**Plymouth Rock**  
assurance

**Hey PA Physician Assistants!**  
It's Time to Get More from Your Car Insurance.

Zip Code  [Get a Quote](#)  
Or call (844) 278-7013

**Save 5%\* on your car insurance.**  
Get to know Plymouth Rock Assurance! Your partner for:



More Than Just Insurance  
**Plymouth Rock**  
assurance

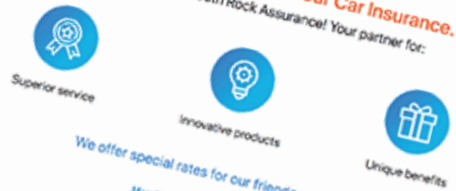
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Home Privacy Policy

Plymouth Rock Assurance is a leading, nationally recognized provider of car insurance discounts and unique services. It is our mission to provide customers with superior service, innovative products, and competitive rates. We are proud to offer a special 5% discount on car insurance to our friends at PSPA. This discount is available to members who are currently insured with Plymouth Rock Assurance. To qualify for this discount, you must be a member of the PSPA and have a valid car insurance policy with Plymouth Rock Assurance. The discount is applied to the base rate of your policy. There are no additional fees or charges. The discount is good for one year and will be automatically renewed. If you are not currently insured with Plymouth Rock Assurance, you can still qualify for this discount by switching to us today. Contact us at 844-278-7013 or visit plymouthrock.com/PSPA for more information.

More Than Just Insurance  
**Plymouth Rock**  
assurance

**NJCPA members receive a special DISCOUNT on car insurance!**

Zip Code  [Get a Quote](#)  
Or call 888-391-7236



More Than Just Insurance  
**Plymouth Rock**  
assurance

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Home Privacy Policy

Plymouth Rock Assurance is a leading, nationally recognized provider of car insurance discounts and unique services. It is our mission to provide customers with superior service, innovative products, and competitive rates. We are proud to offer a special 5% discount on car insurance to our friends at NJCPA. This discount is available to members who are currently insured with Plymouth Rock Assurance. To qualify for this discount, you must be a member of the NJCPA and have a valid car insurance policy with Plymouth Rock Assurance. The discount is applied to the base rate of your policy. There are no additional fees or charges. The discount is good for one year and will be automatically renewed. If you are not currently insured with Plymouth Rock Assurance, you can still qualify for this discount by switching to us today. Contact us at 888-391-7236 or visit plymouthrock.com/NJCPA for more information.

# Letters

**GET SPECIAL MEMBERS ONLY BENEFITS!**

**SAVE 5%**

**NJSNA**

Dear [name],

Providing the best service and savings to clients is our top priority. At Plymouth Rock Assurance we are proud to offer all **NJSNA** members a comprehensive package of car insurance discounts and unique services.

Did you know your membership with the **New Jersey State Nurses Association** also entitles you to a **special 5% discount** on car insurance through Plymouth Rock? It's quicker and easier to see how much you can save with a no-obligation quote by visiting our online quote tool at **NJSNAQuote.com** or by calling us at 888-391-7236.

In addition to these special savings, you'll also have access to unique Plymouth Rock benefits, like:

- Get Home Safe! Towing reimbursement\*
- Door to Door Valet Claim Service\*
- Creditors' Mobile Claims Service\*

There's no reason to delay taking advantage of lower rates and better service. Contact us today and we'll be happy to give you the personal attention you deserve as a member of the **NJSNA**. With our recent rate changes, this may be your best chance to start saving immediately.

Best regards,  
Tom Lyons  
Chief Operations Officer, Direct

**Drivers who SWITCHED SAVED an average of \$477\* Plus**

Your membership with **NJSNA** entitles you to a **5% discount**.  
Your Personal Priority Number: XXXXXXXXXX

More Than Just Insurance  
**Plymouth Rock**  
assurance

\*You can switch to Plymouth Rock at any time and receive a refund for the unused portion of your premium from your current insurer. Call 888-391-7236 or visit NJSNAQuote.com for your car insurance quote!

**ESU EAST STROUDSBURG UNIVERSITY**  
Alumni Engagement

**Plymouth Rock**  
assurance

(First Name) (Last Name)  
(Address one)  
(Address two)  
(City), (State abbreviation) (Zip code)  
(Carrier Route Code)

Dear Sample,

Plymouth Rock Assurance is pleased to offer savings to **East Stroudsburg University alumni** in certain states as part of an exclusive package of car insurance discounts and unique services.

For over 35 years, Plymouth Rock has redefined the way the car insurance industry does business. It is our mission to provide customers with superior service, innovative products, unique benefits and competitive rates.

Thanks to **East Stroudsburg University Foundation**, you're entitled to an exclusive **5% discount!**

In addition to our great auto insurance coverage, Plymouth Rock also offers home insurance too. You can bundle your auto and home insurance for even bigger savings!

Call us today at **844-253-0314** or visit **plymouthrock.com/ESU** for a quick and easy quote.

There's no reason to delay. Take advantage of lower rates and better service. Contact us today and we'll be happy to give you the personal attention an ESU Alumni deserves.

**Switch and Save**  
Customers have saved an average of **\$477\*** by switching to Plymouth Rock Assurance.

**Don't wait!**  
Get your **FREE QUOTE** today. Call **844-253-0314** OR visit us at **plymouthrock.com/ESU**.

In addition to this special discount, you'll have access to unique Plymouth Rock benefits, like:

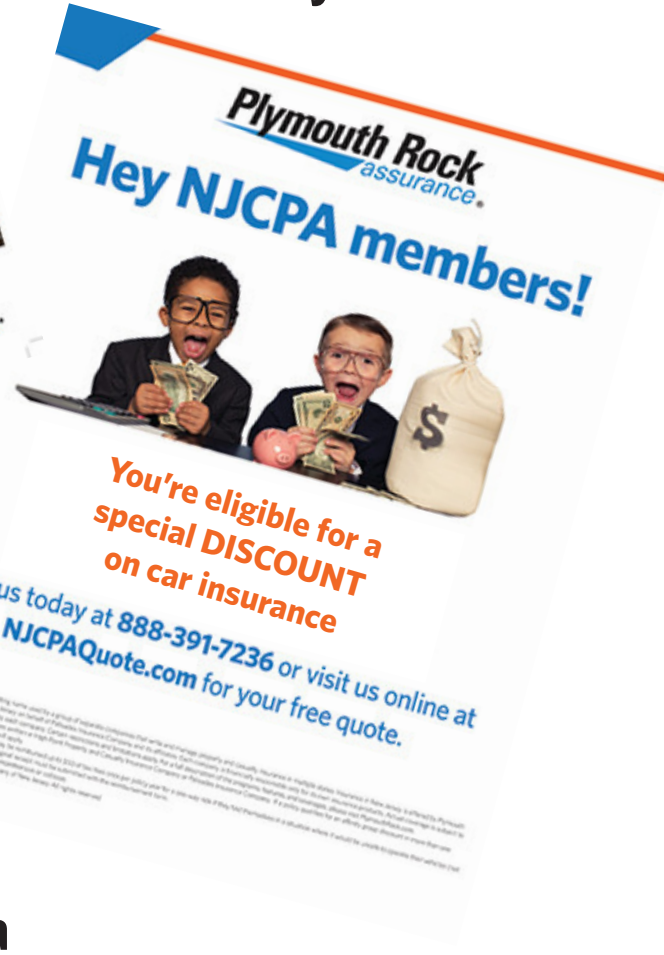
- Get Home Safe! Towing reimbursement\*
- Door to Door Valet Claim Service\*
- Creditors' Mobile Claims Response\*



## Brochures



## Flyers



Unique Vanity URL!



## Social Media



## Banners



**Plymouth Rock**  
assurance.

**Go Broncos!**  
Good luck from your  
friends at Plymouth  
Rock Assurance.

[Learn More](#)



**Hey Stockton  
University Alumni!**

We've got a **5% car  
insurance discount**  
just for you!

**Plymouth Rock**  
assurance.

[Learn More](#)

# Find out more about affinity partnerships with Plymouth Rock



## Contact:

Michael McGuire  
Business Development Manager  
mmcguire@PlymouthRock.com  
Cell: (732) 673-2376

And we know sports partnerships too...



Plymouth Rock Assurance® and Plymouth Rock® are brand names and service marks used by separate underwriting, managed insurance, and management companies that offer property and casualty insurance in multiple states pursuant to licensing arrangements. In Connecticut, insurance is underwritten by Plymouth Rock Assurance Corporation, Palisades Insurance Company, and Bunker Hill Insurance Company. In New Jersey, insurance is underwritten by Palisades Safety and Insurance Association, Palisades Insurance Company, High Point Property and Casualty Insurance Company, High Point Safety and Insurance Company, High Point Preferred Insurance Company, Teachers Auto Insurance Company of New Jersey, Twin Lights Insurance Company, Rider Insurance Company, and Palisades Property and Casualty Insurance Company. In Pennsylvania, insurance is underwritten by Palisades Insurance Company, High Point Preferred Insurance Company, Palisades Property and Casualty Insurance Company, and Rider Insurance Company. Each underwriting and managed insurance company is a separate legal entity that is financially responsible only for its own insurance products. Actual coverage is subject to the language of the policies as issued by each separate company. Some discounts, coverages, payment plans, features and benefits are not available in all states and companies.

\*New Jersey, Pennsylvania, and Connecticut affinity group discounts apply to policies written in Palisades Insurance Company and are not available through Independent Agents or Prudential Financial Advisors. If a policy qualifies for an affinity group discount in more than one group, only one affinity group discount will apply.