



# Charter Cup



## North Coast Life - Charter Cup Contest

Put on your deck shoes and get ready for the 45th Annual Charter Cup Contest. No sailing experience required.

**One (1) - Placed App.\* - You Win! / Two (2) - Placed Apps.\* - You Win More! / Three (3) - Placed Apps.\* - You Win Even More!**

Getting the picture? - It really is very simple. Any North Coast Life agent can WIN BIG with this great contest. Here's the deal... This contest gives you bonus CASH on top of your North Coast Life commissions that you already receive from your placed apps. The charts below give you an example of how much extra CASH is up for grabs. The Additional 50% BONUS kicks in at the three (3) + Apps. and 7,500 in qualifying premium.

See the official Charter Cup rules for full details. (back side)

Submission Period: **April 5, 2010 - June 4, 2010** Final placement date: August 6, 2010

## 45th Annual Charter Cup Contest Anniversary Celebration

Placed Cases 3+				
Placed Cases	Qualifying Premium	Base Bonus 5%	Additional Bonus 50%	Total Bonus
3+	35,000	1,750.00	875.00	2,625.00
3+	25,000	1,250.00	625.00	1,875.00
3+	15,000	750.00	375.00	1,125.00
3+	7,500	375.00	187.50	562.50
3+	5,000	250.00	--	250.00
3+	1,000	50.00	--	50.00

Placed Cases 2				
Placed Cases	Qualifying Premium	Base Bonus 2.5%	Additional Bonus	Total Bonus
2	35,000	875.00	--	875.00
2	25,000	625.00	--	625.00
2	15,000	375.00	--	375.00
2	7,500	187.50	--	187.50
2	5,000	125.00	--	125.00
2	1,000	25.00	--	25.00

Placed Cases 1				
Placed Cases	Qualifying Premium	Base Bonus 1.25%	Additional Bonus	Total Bonus
1	35,000	437.50	--	437.50
1	25,000	312.50	--	312.50
1	15,000	187.50	--	187.50
1	7,500	93.75	--	93.75
1	5,000	62.50	--	62.50
1	1,000	12.50	--	12.50

### Charter Cup History:

On April 28, 1965, North Coast Life was granted its charter to sell life insurance. Since then we have experienced tremendous growth and sales throughout the western United States, Hawaii, Guam and the Northern Mariana Islands. Through the years we have taken over or absorbed a number of other companies. Currently, we are servicing business for 16 other companies in addition to our own North Coast Life block of business.

The home office displays the Charter Cup which has been engraved with the names of past winners. We look forward to adding your name to this prestigious award this year. The top three winners will receive their own personal trophies and cash awards will be presented to all qualifiers.

\*Minimum \$1,000 in qualifying premium required.

# 2010 Charter Cup Rules

1. All business received at the Home Office between April 5th and June 4th, 2010 will count in the contest. All business must be placed by August 6, 2010. All delivery requirements (money, signed amendments, all papers needed) must be received by the Home Office by the close of business on the cutoff day in order to qualify for prizes.
2. To qualify for prize money, a producer only needs to submit and pay for one (1) or more case of at least \$1,000 of new annualized compensable premium during the contest period, excludes business on immediate family members.
3. Cash Bonus structure: One (1) - placed case and \$1,000 (or more) in qualifying premium gives you 1.25% cash bonus. Two (2) - placed cases and \$1,000 (or more) in qualifying premium gives you 2.5% cash bonus. Three (3) - placed cases or more, and \$1,000 (or more) in qualifying premium gives you 5% cash bonus. Receive the Additional 50% BONUS With three (3) or more placed cases and \$7,500 (or more) in qualifying premium.  
**Note:** All qualifying Cash Bonus Prizes are in addition to your original base commissions from North Coast Life. (View tables on front of this flyer or call us at the North Coast Life home office for more information 800-841-5858 ext. 215.)
4. Only renewable compensable premium will count for credit. In the case of VIP 1-Pay plans, and FPDA continuing premium, 10% of the total annual premium will be credited to the compensable premium. Policies using the exchange option will be credited at the normal premium for that face amount as though the exchange premium did not apply.
5. Single Premium Annuities and Drop-In Rider initial deposits (at placement) will count 5% for premium credit (including rollovers). FPDA Rollovers to age 70 count 6% for premium credit. FPDA Rollovers age 70 and above will count 3% for premium credit.
6. VIP replacement rules also apply. Controlled business (agent and agent's personal family) are not eligible.
7. CASH AWARD PLUS BONUS \$\$DOLLARS\$\$  
Per contest rules, each Representative who achieves or exceeds 3 place cases + \$7,500 of paid annual premium receives their cash award PLUS A 50% BONUS!

Need more information? Give us a Call. 800-541-5858 ext. 215

North Coast Life Insurance Company / 1116 West Riverside Avenue / P.O. Box 1445 / Spokane, WA 99210

CCUP10

