



SUMMER SEASON

#SOARAHEAD

Join us in delivering health & wealth oriented solutions, offers, access & rewards to increase sales



and lower acquisition costs while passing savings on to our participants to help everyone #SOARAHEAD.

KEYS TO PARTICIPATE

1. **Provide participants a deal greater than they can obtain on their own or from a similar program**
2. **Share revenue or sponsor promotions to off-set communication costs**
3. **Remain profitable to create a mutually beneficial long-term relationship**

CONNECT FOR YOUR BENEFIT™

The first step to promoting your business is to become a member yourself. Join today as a charter member to help us share and grow content so we can all #SOARAHEAD.



MISSION

Promote activity, safety and financial stability from Memorial Day weekend through Labor Day weekend to help everyone enjoy their summer successfully.

BENEFIT FOCUS

SOAR AHEAD is delivered through workplaces focused on the following during this period:

1. Encourage regular checkups, physicals and screenings
2. Properly utilize vacation and leave benefits



PRINT DROP 5/22

Reserve your spot by 4/1 to be included in this season's SOAR AHEAD magazine and other groups' printed materials for this period.

JUNE*

Money Focus: **Home & Auto Insurance**
Health Focus: **Men's Health**



Father's Day, Flag Day, lingerie, parks, swim-wear, tools & hardware, tropical travel

JULY

Money Focus: **Saving for Purchases**
Health Focus: **Safety**



4th of July, art, designer apparel, outdoor cooking, summer clothing

AUGUST*

Money Focus: **Kid's Money**
Health Focus: **Kid's Health**



Back-to-school items, immunizations, football, laptops, physicals, mattresses, office supplies

** NOTE: Summer season overlaps Education and Labor seasons. Summer related content is featured in this season's materials, and men's health content featured in the Education season and back-to-school content in the Labor season's materials.*

SEASONAL FOCUS

Solutions, Offers, Access, and Rewards to help everyone #SOARAhead.



PLANNING: Help people set and reach financial goals



EARNING: Maximize earnings from work and investments



SPENDING: Get people the best value for their hard earned money



SAVING: Increase savings and financial stability



SECURING: Secure personal information and accounts while properly insuring participants, their family, and their assets



SCORING: Optimize credit scores to reduce the cost of borrowing and help people get and keep jobs



NEED: Optimize access to high-quality, cost effective primary care and reduce the costs of specialty care



WELL-BEING: A-N-S-W-E-R-Oriented: Activity, Nutrition, Safety, Wisdom, Emotion, and Rest



STATUS: Better enable participants to track and view their personal health status including blood-pressure, cholesterol, activity, claims, and more



ENVIRONMENT: Match offerings to environments while customizing content, activities, incentives. and more