



## Outreach / Marketing Collateral

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A preliminary list that the Contractor will use as a baseline includes:

- Photo bank of spokespeople and those featured with personal stories
- Video clips on MNSure – testimonials from audiences and assisters
- Consumer-focused pre-Oct 1st flyer
- Business-focused pre-Oct 1st flyer
- Consumer-focused post-Oct 1st brochure
- Consumer-focused post-Oct 1st palmtree
- Business-focused post-Oct 1st brochure
- Customizable materials for use by agents/brokers
- Downloadable tools for community partners – flyer, brochure, ad
- One-pager for community partners/agents on how to promote MNSure to individuals/families
- One-pager for community partners/agents on how to promote MNSure to small employers
- Fact sheet for insurance carriers
- Instructional brochure or fact sheet for employers to share with employees
- Advertisements (for multiple audience segments)
- Event kit
- Portable display(s) for conferences, events and trade shows

Proposed by County reps:

- Poster
- Brochure – tri-fold
- Looping video