

February 12 - April 5, 2024

Forbes 2023

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# March Madness

## Get in the Game!

### LIFE

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for \$1,500 of annualized premium  
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premium get another \$20 and square

### ANNUITY

## \$20 Gift Card and 1 Square

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get another \$20 and square

## Autographed Merch!

### MOST APPS ISSUED

#### LIFE

**Zach Edey** Purdue

2023 WOODEN AWARD WINNER

#### ANNUITY

**Caitlin Clark** Iowa

2023 WOODEN AWARD WINNER

### SQUARES CHAMPIONSHIP GAME

#### 1ST HALF WINNER:

**Michael Jordan** Chicago Bulls

#### 2ND HALF WINNER:

**LeBron James** LA Lakers

#### FINAL SCORE WINNER

One extra night on  
the 2024 Incentive Trip

### MOST PREMIUM ISSUED

#### LIFE ANNUALIZED

**Magic Johnson** LA Lakers

#### ANNUITY

**Larry Bird** Boston Celtics

BONUS RULES: Applications submitted February 12, 2024 through April 5, 2024. Must be issued by May 6, 2024. 1891 Financial Life contracted and appointed independent insurance producers are eligible to participate. Controlled business excluded. If the certificate lapses before the end of the policy anniversary, the premium bonus received will be refunded to 1891 and deducted from future commissions. Persistency requirement 90%. Single Premium Whole Life Credit is set at 5% of cash received. Bonus paid in May 2024.

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# March Madness

## SQUARES CHAMPIONSHIP GAME

**Format:** The setup for squares is relatively simple. A pool consists of 10 vertical columns and 10 horizontal rows, both numbered from zero to nine. One Finals team gets the columns and the other gets the rows. The 100 squares inside are picked by the agents. The numbers assigned to each row and column are selected at random.

**How to win:** At the end of each half of the Championship Game, the person whose square corresponds with the intersection of the second digit of each team's score wins a prize (for example, a 44-27 score at the end of the first quarter pays out the owner of the square at column 4, row 7). If a square is unowned, roll over the prize to the next half. If you are not submitted and issued your pick will go to the square to the next ascending square.

	1	2	3	4	5	6	7	8	9	10
	11	12	13	14	15	16	17	18	19	20
	21	22	23	24	25	26	27	28	29	30
	31	32	33	34	35	36	37	38	39	40
	41	42	43	44	45	46	47	48	49	50
	51	52	53	54	55	56	57	58	59	60
	61	62	63	65	65	66	67	68	69	70
	71	72	73	75	75	76	77	78	79	80
	81	82	83	84	85	86	87	88	89	90
	91	92	93	94	95	96	97	98	99	100