



# THE CANOE EL PROTECTION PORTFOLIOS FOUNDER'S CLUB

Want a great new way to service your clients while earning valuable business-building resources for your future success?

With exclusive access to a variety of promotional and support benefits, the **Canoe EL Protection Portfolios Founder's Club** will help you take your financial practice to the next level.

Every member of the Founder's Club, once qualified at any level, will be invited to quarterly meetings where you will hear from a variety of investment, tax, and business management professionals from across the industry. It will be your opportunity to share ideas and learn about new and exciting investment opportunities.

## Founder's Club Levels and benefits

### LEVEL 1

30 applications or  
\$100K deposits within the  
qualifying period

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Recognition: Empire Life/WFG/  
Canoe merchandise (up to a  
value of \$100)

### LEVEL 2

45 applications or  
\$150K deposits within the  
qualifying period

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Recognition: Level 1 + a \$100  
Business Builder Credit (cap of  
\$400/ year)

### LEVEL 3

60 applications or  
\$250K deposits within the  
qualifying period

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Recognition: Level 1 & 2 +  
Office Recognition Plaque  
and Glass Blown Trophy  
from a local Kingston Artisan  
(approximate value of \$200)

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Name added to the Founder's  
wall on Canoe EL Protection  
Portfolios Resource Page



Empire  
Life®

Canoe<sup>®</sup>  
FINANCIAL

## How do I qualify?

First, you must be and remain a contracted agent in good standing with World Financial Group Insurance Agency of Canada and Empire Life and meet any one of the production levels from page 1. 2022 quarterly qualification periods:

- January 1, 2022 - March 31, 2022
- April 1, 2022 - June 30, 2022
- July 1, 2022 - September 30, 2022
- October 1, 2022 - December 31, 2022

## Can I advance to the next level based on previous period's qualification?

No, the levels are reset at the end of each period. However, once you've qualified you will always be invited to the quarterly Founder's Club meeting even if you fail to qualify in any of the periods that follow your initial qualification.

▶▶▶ **Contact your Empire Life sales representative today to learn more.**

For WFG Agent Use Only. Not for distribution to the general public.

### Terms & Conditions

Applications must be submitted in good order, within each of the qualification periods, January 1, 2022 - March 31, 2022, April 1, 2022 - June 30, 2022, July 1, 2022 - September 30, 2022 and October 1, 2022 - December 31, 2022 by 11:59 p.m. (ET) on the last day of each period. The Canoe EL Protection Portfolios Founder's Club ("Founder's Club") is offered exclusively to WFG agents in Western Canada and Ontario contracted with Empire Life (not available to WFG agents in Quebec). Only Products within the Canoe EL Protection Portfolio program offered in the applicable provinces qualify. Prizes may be considered taxable income; contact a tax professional for advice. Prizes are provided to qualifiers "as is" without further warranty of any kind. Recognition benefit must be accepted as awarded, unless otherwise noted. No substitution of benefit is permitted except by Empire Life in its sole discretion. Empire Life reserves the right to substitute any benefit with another benefit, if a benefit cannot be awarded as described for any reason. Empire Life reserves the right, in its sole discretion, to terminate the Founder's Club, in whole or in part, and/or modify, amend or suspend the campaign, in any way, at any time, and for any reason, without prior notice. By accepting a level benefit pursuant to the Founder's Club campaign, each qualifier releases and holds Empire Life and its affiliates, employees, directors, officers, suppliers, agents, licensees, and representatives (collectively, the "Releasees") harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, participation in the Founder's Club campaign, or in any level-related activity. Each qualifier agrees to fully indemnify the Releasees from any and all claims by third parties relating to the entrant's participation in the Founder's Club campaign, without limitation. Qualifiers assume liability for injuries caused or claimed to be caused by participating in the Founder's Club campaign, or by the acceptance, possession, use of, or failure to receive any prize.

Policies are issued by The Empire Life Insurance Company. A description of the key features of the individual variable insurance contract is contained in the Information Folder for the product being considered. **Any amount that is allocated to a segregated fund is invested at the risk of the contract owner and may increase or decrease in value.** Past performance is no guarantee of future performance.

Empire Life is not affiliated with World Financial Group Insurance Agency, Inc. ("WFG"), and does not necessarily endorse the services provided by WFG.

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### The Empire Life Insurance Company

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Insurance & Investments – Simple. Fast. Easy.®  
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