

## **BPAS Policy on Enrollment Kits**

*Roadways to Retirement* offered by BPAS

Within the *Roadways to Retirement* program offered by BPAS, enrollment kits are an important part of the overall solution for participant education. This campaign also includes an array of other communication pieces as used by financial intermediaries – PowerPoint presentations, targeted communications and mailings, posters, multimedia presentations, and more – offering a complete education experience to plan participants.

Unlike other communication pieces, enrollment kits are highly customized around the plan, require extensive legal review to create and keep up-to-date, and require significant economies of scale to produce. For this reason, BPAS uses **outside vendors** to fulfill this need.

We provide the On Course Enrollment Booklets

- **On Course:** A print-on-demand booklet, ordered through Newkirk. The booklet includes a retirement plan education section; a plan highlights summary, fund fact sheets, a web map and perforated forms, bound into one booklet.

***We order On Course through an online portal with Newkirk. There are several components of the fees we are charged (printing, taxes, handling, shipping, special fees for additional inserts, etc), but it amounts to a fee of \$5.00 per booklet with a minimum order size of 25 kits.***

### **What is the cost for enrollment booklets during the initial conversion?**

During the plan conversion process, BPAS is willing to cover the first 100 booklets for each incoming plan. Beyond this amount, the cost for additional booklets will be passed on, and can be paid by the plan sponsor, the financial intermediary or from plan assets. This policy helps balance the goal of making it easy to transition plans to our services, while recognizing that enrollment booklets are a true, external cost to BPAS for which certain limits must be established.

### **What is the cost of *future orders* of enrollment kits?**

BPAS handles the coordination, updating, fulfillment and shipping processes for enrollment kits **at no cost to clients**. In addition to the staffing this entails (which is the equivalent of one full time position within our company), this generally includes UPS shipping costs, which can be considerable. However, for ongoing orders, we do need to pass on the outside vendor's per booklet charge to clients (e.g., \$3.00 or \$5.00 per booklet as outlined above). This cost can be invoiced to the plan sponsor, invoiced to the trustee or advisor, or paid from plan assets.

### **How do I order enrollment kits?**

The **Enrollment Booklet Order Form** drives the entire process. This fillable PDF form is completed and submitted online – sent to **TrustSales@bpas.com**. The form can be found in the BPAS Partner Toolbox (see item F0 in the Education tab), and in the Plan Sponsor and Financial Intermediary websites. The form provides us with complete instructions for the booklet order, as well as instructions on how costs should be handled.

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Thank you for allowing us to explain our enrollment booklet policy in more detail. If you have any questions on this policy, please send an email to [TrustSales@bpas.com](mailto:TrustSales@bpas.com), or call your BPAS Sales Representative.