

Audio scripts – Sun Life's Diabetes Protect to Win Contest

Use these script options for radio or podcast advertisements.

30 Seconds

Option 1

Are you living with diabetes and worried about applying for life or critical illness insurance? I/We understand and want you to know that Sun Life created Term Insurance for Diabetes, with a higher chance of approval and affordable premiums. Apply for insurance by December 31 and you could enter Sun Life's Diabetes Protect to Win Contest for a chance to win one of six \$5,000 prizes! Plus, Sun Life will make a matching donation to charity supporting people living with diabetes for each draw. Don't let diabetes hold you back from financial security. Conditions apply.

Reach out to [company name/me – advisor name] at [website] to learn more and apply for your chance to win!

Option 2

Attention Canadians living with diabetes! Sun Life's Diabetes Protect to Win Contest gives you a chance to win big while protecting your future. Apply for life or critical illness insurance and you could win one of six \$5,000 prizes! Plus, Sun Life will donate \$5,000 to a charity supporting diabetes with each draw. Don't miss out - contest runs until December 31. No purchase necessary. Conditions apply.

Reach out to [company name/me – advisor name] at [website] to learn more and apply for your chance to win!"

15 Seconds

Option 1

Living with diabetes? Sun Life's insurance for diabetes offers higher chances of approval and affordable premiums. Apply by December 31 for a chance to win \$5,000 in our Diabetes Protect to Win Contest. Don't let diabetes stop you from financial security. Conditions apply.

Contact [advisor name/company] at [website] to learn more and apply today!

Option 2

Sun Life's Diabetes Protect to Win Contest gives Canadians living with diabetes a chance to win \$5,000 when you apply for life or critical illness insurance. Feel good applying knowing Sun Life has new insurance products designed especially for you. Apply and enter to win, now through December 31. Conditions apply.

Reach out to [company name/me – advisor name] at [website] today for details!