



*2020 Marketplace
Circle of Champions*

Digital and Social Media Toolkit

Welcome to the Marketplace Circle of Champions!

Congratulations! As recognition for helping 20 or more consumers actively apply for and enroll in plan year 2020 Marketplace coverage, you've earned a spot in the Marketplace Circle of Champions. Through your commitment and support, you're helping Americans access health care, and shaping the Marketplace's future in a positive way.

Promote Your Achievement

Because of your status as a member of the 2020 Marketplace Circle of Champions, we are providing you with this digital and social media toolkit, tailored exclusively for you, to promote your business within your community and professional and social networks. And don't forget to join the conversation online by using #MarketplaceChampion in all of your posts!

Follow these quick tips to promote your achievement on your website and social media:

1

Save the commemorative badges and graphics provided in this toolkit by right-clicking one of the images and selecting "save". This will optimize resolution.

2

Fill in your name in the pre-prepared digital feature story on Page 3. Copy the story from this toolkit and paste it into your website content management system. We recommend that you paste the story as "text only" into your website content management system. You can also upload the graphics or the badge we provided to accompany your story.

3

Copy the pre-prepared short or long social media post from Pages 4-5 in this toolkit and paste it into your social media account. The short social media post is tailored for use on Twitter or Instagram, while the long social media post is ideal for use on Facebook or LinkedIn. If applicable, add a link to your website into the social media post. You can also upload the graphics or badges we've provided to accompany your social media post.

Digital Feature Story



Arthur Kempton achieves nation-wide recognition for helping consumers with qualified health coverage

January 22, 2020

Land O Lakes, FL, Arthur Kempton has been recognized for his hard work and expertise in helping consumers enroll in and manage qualified health coverage through the Health Insurance Marketplace.

This achievement from the Centers for Medicare & Medicaid Services (CMS) as a member of the 2020 Marketplace Circle of Champions highlights Arthur Kempton's success in actively enrolling 20 or more consumers during this Open Enrollment Period.

"Agents and brokers play a vital role in helping consumers access qualified health coverage and navigate their new health insurance plans throughout the year," said Randy Pate, Director of the Center for Consumer Information & Insurance Oversight within CMS, which oversees the Marketplace. "We thank Arthur Kempton for his dedication to providing exceptional service in helping Americans get coverage."

The Marketplace Circle of Champions program recognizes the hard work, expertise, and service of Marketplace-registered agents and brokers. Agents and brokers who assist 20 or more consumers qualify for the Marketplace Circle of Champions.

Eligible consumers can enroll in Marketplace coverage during this year's Open Enrollment Period, which runs November 1 – December 15, 2019. Consumers with questions about their coverage or who would like help enrolling, can contact Arthur Kempton @ (813) 995-2821 or email art@kemptonfinancial.com.

Short Social Media Post

I'm proud to announce I've achieved national recognition for helping over 20 consumers enroll in and manage their Marketplace coverage: [\[LINK TO DIGITAL FEATURE STORY IF APPLICABLE\]](#)



How to save this image:

Download the image above by right clicking on the image, or save the file named “Circle of Champions_short social” from the folder that was hyperlinked in your recognition email. There are several file formats available in the folder.

Long Social Media Post

Exciting news! CMS has recognized me as a member of the Marketplace Circle of Champions for 2020. I'm proud to play an important role in helping consumers access Marketplace coverage! Learn more: [\[LINK TO DIGITAL FEATURE STORY IF APPLICABLE\]](#)



How to save this image:

Download the image above by right clicking on the image, or save the file named “Circle of Champions_long social” from the folder that was hyperlinked in your recognition email. There are several file formats available in the folder.