

From: Emery, Michele A. <memery@legion.org>

Sent: Wednesday, August 9, 2023 9:49 AM

Subject: [External] Resolution No. 2: Centene Corporation Marketing Agreement

To: All Legion Leadership

From: Dan Wheeler, National Adjutant

The subject resolution was passed by the National Executive Committee by a vote of: YES - 59; NO – 0; ABSTAIN – 0 (Colorado and Washington did not vote due to charter suspensions.) Here is a link to the actual resolution: [Resolution No. 2: Centene Corporation Marketing Agreement | Digital Archive \(legion.org\)](#)

Centene, a reputable, publicly traded Fortune 25 company, will enter into a 5-year agreement to advertise Medicare plans to American Legion members through our national marketing channels, such as the website, newsletters, The American Legion Magazine, and our national convention. This lucrative contract will mean millions of dollars in net revenue to The American Legion. An announcement about the agreement will be made during the national convention.

As part of the agreement, Centene purchases exclusivity in the Medicare category. Exclusivity means The American Legion national organization would be prohibited from selling advertising to other Medicare providers. However, this exclusivity would NOT prohibit departments or posts from doing business with Centene competitors. The exclusivity clause only applies to the marketing channels available from the national organization.

We have thoroughly researched Centene and are comfortable recommending its brand, Wellcare, as an Official Provider of Medicare Supplements to the National Organization of The American Legion. Not only has the company been named by Fortune as one of the Worlds' Most Admired Companies for five consecutive years, it also has received several accolades related to hiring veterans and using veteran-owned suppliers.

This resolution will be implemented by the Marketing Commission. If you have any further questions about our new relationships with Centene, please contact Mary Jo Dial or Kimberly Meesters in the Marketing Division. They can both be reached at 317-630-1398 or marketing@legion.org.

Thank you.

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