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Media Kit

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Our Brand Mission

Florida Prepaid wants to ensure that all Florida students have the opportunity of higher education while lessening the burden of debt that comes along with it—developing a highly educated, financially secure workforce for our state's future.

*We make saving for
college affordable and
accessible for all
Florida families.*



Florida Prepaid has launched a new and improved website experience, designed with self-service features, simplified enrollment, and easy plan management.

- The new website experience will help make saving for higher education even more accessible for busy Florida families, who can now build their perfect college savings strategy in minutes at myfloridaprepaid.com.
- We also now have a simplified plan structure that allows families to purchase Prepaid Plans in one-year increments so that getting started is simpler and even more affordable for Florida families.
- The following information should serve as a guide as you share Florida Prepaid information with your audiences.



Florida Prepaid's **new and improved website experience** will help make saving for higher education even more accessible for busy Florida families. For current customers, the enhanced website experience will allow them to more easily manage their college savings.



Simple Online Planning Tool

Provides college savings guidance and simplifies decision-making. Plan options are presented side by side with a cart-like budget experience.



Simplified Enrollment

A simplified enrollment experience allows users to see their monthly college savings budget, and even add a new plan in just minutes with the all-new enrollment application.



Customer-First Dashboard

The new customer dashboard gives a snapshot of the user's account in one simple view—payment schedule, students' plans, pending tasks, and more.



Build the perfect college savings strategy in minutes

- The new online planning tool allows families to build a college savings strategy based on their specific savings goals, savings mindset, budget range, and the child's age.
- The tool shows families an estimated monthly budget and estimated plan value when the child starts college.
- Users can email results to themselves for future consideration and planning.

The screenshot displays the Florida Prepaid New College Savings Tool interface, which is divided into three main sections. Each section has a progress bar at the top indicating the current step: BUILDING YOUR PLAN, BUDGET, and PLAN OPTIONS.

Section 1: BUILDING YOUR PLAN

Let us help you build your perfect college strategy.

Are you ready? Let's go!

Parents who save for college with a 529 Plan save \$6 more than those without. And you don't even need a financial planner!

I want to explore my options +

I already know what I want +

This tool is for informational purposes only.

Section 2: BUDGET

How much are you considering for your monthly college savings budget?

\$51 - \$100 per month

\$1 - \$50 \$51 - \$100 \$101 - \$150 \$151 - \$200 \$201 - \$250 \$251 - \$300

You can revise up/down later in the process.

Go Back Continue

Section 3: PLAN OPTIONS

Based on your budget, here are the plan options to consider.

Prepaid Option	Investment Option	Combined Option
Prepaid 529 Plan - \$70.56 2 Years (60 credit hours)	Investment 529 Plan - \$100.00 Simple / Fully Managed Portfolio	Prepaid 529 Plan - \$70.56 2 Years (60 credit hours) Investment 529 Plan - \$29.44 Simple / Fully Managed Portfolio
\$70.56 /month	\$100.00 /month	\$100.00 /month
Select	Select	✓ Selected



Prepaid 529 Plan

Plan Coverage

Lock in the cost of tuition and fees, or dormitory housing, in 1-year increments (guaranteed 30 credit hours or 2 semesters of dorm)

Plan Management

Managed for you by the State of Florida, 100% risk-free

Plan Frequency

Fixed payments based on the age of your child. Choose from several payment options



Investment 529 Plan*

Plan Coverage

Invest to cover a wide range of educational expenses—tuition and fees, housing, meal plans, books, etc.

Plan Management

Managed by you—simple, intermediate and advanced investment strategies available

Plan Frequency

You choose how much to save and when, or schedule automatic monthly contributions

*The Florida 529 Savings Plan is now called the Investment 529 Plan.



What's New

ABOUT PREPAID PLANS

Simplified Plan Selection

Prepaid 529 Plans will now be purchased in 1-year increments — for both tuition and dormitory.

Customizable Stacking

The 1-Year Prepaid Tuition Plan and 1-Year Dormitory Plan allow families to customize their college savings to meet them where they are, starting with a single plan or stacking additional 1-Year plans based on goals and budget.

Coverage

The 1-Year Prepaid Tuition Plan covers 30 credit hours of Tuition, the Tuition Differential Fee, and Local Fees at any of the 12 Florida state universities. The plan is prorated when used at any of the 28 Florida public colleges or trade and technical schools. Dormitory plan covers two semesters of housing on campus; can be purchased as a standalone plan.



What's the Same

BRAND PILLARS

Flexible Use

Value of a Prepaid Plan can still be used nationwide—at public, private, trade, and technical schools—and the amount Florida Prepaid pays to other schools is equivalent to what would be paid to Florida schools.

Risk-free

Prepaid Plans are risk-free and may be purchased for children ages newborn – 11th grade. Plans already in place will not be impacted by the new plan structure.

Transferable, Refundable

Plans can be transferred to other beneficiaries or refunded at any time.



Why did Florida Prepaid create a new Prepaid Plan structure?

The shift to allow families to purchase Prepaid Plans in one-year increments is aimed at simplifying enrollment and plan management for Florida families.



Why did Florida Prepaid create a new account management website experience?

Florida Prepaid recently launched a new and improved experience to provide customers with new self-service features, simplified enrollment and easy plan management.

Families can learn more at myfloridaprepaid.com/account-retrieval.



How does this affect current Florida Prepaid customers?

Current customers will benefit from the enhanced website experience, as it will allow them to more easily manage their college savings plans.

Plans and investments already in place will not be impacted.



Primary Logos

Please do not modify the logos, including suggesting sponsorship or endorsement by Florida Prepaid, or in a way that confuses Florida Prepaid with another brand.

You can find our full brand guidelines [here](#).





Full Brand Name:

Florida Prepaid College Savings Plans — *Do not translate*

Brand Name (short form):

Florida Prepaid — *Do not translate*

Full Product Names:

Florida Prepaid 529 Plan—**Plan 529 de Florida Prepaid**

Florida Prepaid 529 Plans—**Planes 529 de Florida Prepaid**

Florida Investment 529 Plan—**Plan de Inversión 529 de la Florida**

Florida Prepaid Tuition 529 Plan—**Plan de Matrícula 529 de Florida Prepaid**

Florida Prepaid Dormitory 529 Plan—**Plan de Dormitorio 529 de Florida Prepaid**

Product Names (no Florida):

Prepaid 529 Plans—**Plan Prepagado 529**

Prepaid Tuition 529 Plan—**Plan de Matrícula Prepagado 529**

Prepaid Dormitory 529 Plan—**Plan de Dormitorio Prepagado 529**

Investment 529 Plan—**Plan de Inversión 529**

Product Names (short form):

Prepaid Plan—**Plan Prepagado or Planes Prepagados** (*plural*)

Prepaid Tuition Plan—**Plan de Matrícula Prepagado**

Prepaid Dorm Plan—**Plan de Dormitorio Prepagado**

Investment Plan—**Plan de Inversión**





Additional Spanish Translations:

28 Florida State Colleges—**28 universidades estatales de la Florida**

12 State Universities—**12 universidades públicas del estados de la Florida**

Florida Prepaid College Board—*Do not translate*

stock funds—**fondos de acciones**

bond funds—**fondos de bonos**

age—**edad**

prepaid—**prepagado** (*no hyphen*)

college (alone)—**universidad**





Thank you!

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