

PROGRAM OUTLINE & QUALIFICATIONS:

- Yearly budget will be provided after your Dealer Agreement is signed and turned in.
- Budget will be based on previous year's sales.
- Yearly budget is effective from **Nov. 1 to Oct. 31**
- Must be an approved Bazooka Farmstar dealership in good standing.
- Dealer must have at least **\$250,000** in yearly sales.
- Bazooka will cover **50%** of all Co-Op claims
- Bazooka Farmstar has the right to terminate any dealership's participation in the program at any time.
- Unused budget amount will NOT be rolled over into next year.
- **New dealers** will receive **\$1,250** towards Co-Op in their first year along with welcome package.

\$250,000 - \$500,000	0.5% of total sales
\$500,001 - \$1,000,000	0.25% of the amount exceeding \$500,000
\$1,000,001 +	0.125% of the amount exceeding \$1 million

EXPENSES INCLUDED WITH PROGRAM COVERAGE:

- Digital Advertising
- Print Advertising
- Industry Trainings
- BF Collateral
- Hotel Costs for Visits and Trainings
- Creative Assistance [Photography, Videography, Graphic Design, Writer]
- Radio or TV Advertising
- BF Promotional Items
- Market Research
- Events & Tradeshow
- BF Apparel

STIPULATIONS:

- All reimbursement claims must be submitted within 90 days of advertisement or event
- Reimbursement for all print media must have prior approval.
- All digital or print advertisements that display Bazooka Farmstar equipment, must include the current Bazooka Farmstar logo in addition to the logo featured on the product image itself.
- Advertisements that feature other brands will be paid based on the percentage of the ad space designated to the Bazooka Farmstar brand [5 brands, BF pays 20%].
- If Co-op funds are used for internal promotions, you must get prior approval from the Dealer Program Manager or Dealer Marketing Coordinator.

SUBMITTING A REIMBURSEMENT CLAIM:

- Use the Co-op Advertising Claim Form located on the Dealer Portal.
- Include copies of invoices and advertisements (if applicable).
- For merchandise/promotional items: Include a description of the item(s) and quantity.
- You will be notified of the approval and receive your reimbursement within 30 business days. You will also be notified if your claim was not approved.
- All ads whether they are social media or print that display Bazooka Farmstar equipment, must include the current logo provided by Bazooka Farmstar.
- Submit all claims to your Account Manager; Morgan Redlinger mredlinger@bazookafarmstar.com or Ariel Harvey aharvey@bazookafarmstar.com