



CO-OP MARKETING PROGRAM

Metallic's Co-op Marketing Program is designed to incentivize our Authorized Builders to grow their business by marketing their brand. Through this program, Metallic will support your marketing efforts by subsidizing a fraction of your total marketing spend for a calendar year.

Take advantage of the cash back and invest it back in your business. Whether you invest in print or digital advertising, apparel for your team or promotional items for your customers, the investment will be well worth it.

DETERMINING CO-OP DOLLARS

Metallic will reimburse you up to .5% (that is, 1/2 of 1%) of your cumulative shipments for a calendar year for eligible marketing expenses, not to exceed \$5000. For instance, if you shipped \$1,000,000 your company qualifies for a \$5000 co-op reimbursement.

CLAIMING YOUR CO-OP REIMBURSEMENT

You can claim co-op at any time of the year and it will be paid out according to your year-to-date shipping dollars. If you elect to save your co-op reimbursement until the end of the year (December 31), you will have a 4-month grace period to claim those funds. This means that your standing deadline to claim co-op based on the previous year shipping dollars will be the end of April.

To claim your co-op reimbursement, you will be required to complete an online form located at www.Metallic.com/co-op. The form will allow you to upload your documents including receipts, images and pictures of your purchases.

PROGRAM REQUIREMENTS

- Every marketing buy and tactic must include Metallic's Authorized Builder logo. This includes promotional items, apparel, advertising, signage, stationary and whatever other eligible item you intend to submit for reimbursement.
- Any project(s) featured in advertisements, billboards, job site signage or other printed or digital material must be a Metallic project otherwise the expense will not qualify for co-op reimbursement.
- Your account must be current, active and in good standing to qualify for co-op reimbursement.
- Your co-op request with complete documentation (pictures, receipts etc.) must be submitted no later than the last business day in April.

*** Please note: eligible, unused co-op dollars will not roll over past deadline**



METALLIC CO-OP MARKETING GUIDELINES

ITEMS AND TACTICS ELIGIBLE FOR CO-OP REIMBURSEMENT

- Print and digital advertising including advertisements in newspapers, trade magazines, billboards and all forms of digital advertising including SEM and PPC campaigns
- Events: Trade show space, display booth, banners, promotional items, literature for events
- Business collateral: business cards, envelopes, labels, direct mail
- New addition: website production
- Miscellaneous: job site signage, professional photography and video of joint projects

ITEMS NOT ELIGIBLE FOR CO-OP REIMBURSEMENT

- Ad design and production fees
- Sponsorships of community events including golf tournaments, festivals and fundraisers including donations and contributions
- Website hosting fees
- Any item or tactic displaying other manufacturer logos becomes ineligible for co-op

DOCUMENTATION REQUIRED FOR CO-OP REIMBURSEMENT

- New vendor form and W9 is required for your initial co-op request
- Complete digital co-op request form
- Proof of purchase such as paid invoices, receipts etc.
- Copy/picture/image of item(s) purchased

For additional information about the co-op program please contact your district manager or builder service representative or email sales@metallic.com.

