



2021 Clare Automotive Co-op Advertising and Promotional Assistance Program

The Program

The Clare Automotive Co-op Advertising and Promotional Assistance Program is designed specifically to assist you in promoting the sale of our products. The program covers all co-op advertising, door prizes and promotional programs up to, but not exceeding, your total earned allotment.

Definitions

Advertising The use of a publication, newspaper, brochure, flyer, electronic vehicle, trade show or any other media reaching end users.

Promotion An inducement to act immediately to purchase products through the use of **approved** merchandising aids, meetings, special or introductory offers, grand openings, open houses, door prizes, sales contests.

Eligible Participation

The Clare Automotive Co-op Advertising and Promotional Assistance Program is available to authorized Clare Automotive distributors.

Earning Co-op Funds

The Clare Automotive Co-op Advertising and Promotional Assistance Program establishes a co-op fund for each eligible authorized distributor. The fund established is equal to a specific percentage of the **prior year's net purchases**, as per the Table shown on Page 2. For information on the amount in your fund at any particular time, please contact your Clare Automotive Account Executive.



Limits of Participation

The Clore Automotive Co-op Advertising and Promotional Assistance Program is based on 100% matching funds participation of between 1% and 2% of a distributor's net purchases for the prior year, as per the following table:

Prior Year's Net Purchases	Current Year's Co-op Fund %
\$0 – \$10,000	0%
\$10,001 – \$24,999	1%
\$25,000+	2%

Participation Percentage

To assist in end user pull through, Clore participation will be at 100% of the direct cost of developing, printing and distributing of all qualifying media, including publications, newspaper ads, brochures, flyers, electronic vehicles or any other media reaching the end user.

Qualifying Media

The following media are approved for use under the program and, assuming all content requirements are met and Clore brand logos are use properly, will be reimbursed at the 100% participation rate up to the total earned allotment: newspaper ads, publications, brochures, flyers, electronic vehicles and billboards.

Media Requiring Pre-Approval

The following media/promotional vehicles require pre-approval prior to initiation of the program to qualify for reimbursement: store merchandising, such as interior and exterior signage; promotional merchandise, such as apparel, note pads, calendars, and other promotional items used as gifts with purchase; broadcast media, such as radio and television; trade shows (targeting jobber/dealers or end users). Pre-approval must be in writing from a Clore Account Executive or the V.P. of Sales.

Prorating of Proportional Advertising/Publications

Whether appearing in ROP advertising or any other form of promotional publication, omnibus ads/vehicles (those featuring products from more than one manufacturer) will be reimbursed on a proportional basis, based on the proportion of the ad/vehicle featuring Clore products. **Example:** If 1/4" of an ad/flyer is devoted to Clore products, 1/4" of the qualifying costs will be reimbursed.

Documentation of Claims

All claims must be accompanied by verifying documentation. This would include copies of invoices for all qualifying direct costs, a copy of the promotional vehicle (ad, flyer, brochure, etc.), postal receipts for direct mail claims, affidavit of location and photo for all outdoor claims, and a photo of any promotional merchandise claims.

Advertising Content

To qualify, all advertising must:

- Feature eligible Clore products
- Feature the eligible brand name properly and prominently
- **Utilize the current brand logo**
- Make no claim beyond those that Clore makes in its own advertising
- Give the customer a reason to buy the product
- Comply with the specific media requirements outlined herein

Procedure to Apply for Reimbursement and Reimbursement Process

In order for distributors to be reimbursed (receive credit), completion of a Co-op Claim Form is required.

In addition, the following must be submitted:

Advertising

- 1.) Sample of completed printed piece, showing proper use of Clore's brand logos.
- 2.) Copy of invoice showing direct costs used to calculate reimbursement request amount.

Pre-approved Promotional Programs

- 1.) A copy of the approved promotion program indicating proper brand name identification.
- 2.) Copy of invoice showing direct costs of promotional item(s) and/or direct program costs used to calculate reimbursement amount.
- 3.) Copy of written pre-approval originally provided by your Clore Account Executive.

Proper Use of Clore Brand Logos

Improper use of Clore Brand Logos will result in denial of claim.

Proof of Expenditure in Omnibus or Multi-product Advertising Vehicles

Where Clore is included in multi-product advertising or promotion, Clore will pay only for its share of the direct costs, based on the proportion of space devoted to its products. Distributor shows and exhibits conducted by other organizations (e.g., State Wholesaler Associates, Inc.) will not be covered by the Clore program allowance/allotment.

Advertising and Claims Submission Deadlines

Qualifying ads and promotional programs must appear between January 1 and December of the current year. All eligible programs must take place during this period and funds must be expended during this period. The unused portion of any distributor's allotment cannot be carried over into the following year.

All claims must be submitted by February 1st of the following year. Funds not claimed by February 1st of the following year will be forfeited and may not be carried forward to the following year. No advance will be made against current year purchases that apply to the following year program.

Claims Processing

All claims will be audited, verified and paid by Clore Automotive, whose determination will be conclusive. Clore will not be responsible for claims submitted elsewhere. When reimbursement is other than the amount claimed, the reason will be given on the statement issued. Reimbursement will be made as promptly as possible.

Under no circumstances may co-op advertising be deducted from merchandise invoices of Clore Automotive. Federal Trade Commission rules require that you do not deduct cooperative advertising claims from remittances.

Non-Reimbursable Costs

Production costs which will not be paid include, but are not limited to:

Copywriting Costs
Typesetting Costs
Proofreading Costs
Creative Concept Costs
Systems Work Costs
Artwork Creation Costs
Photography Costs
Film Development Costs
Model Costs

Other non-reimbursable costs include:

Agency Fees
Commissions

Additional Terms and Conditions

Clore Automotive reserves the right to audit the books of advertisers, newspapers, and other third parties concerning claims issued. Failure to grant such permission will relieve Clore Automotive of any obligation to honor such claims.

Clore Automotive retains the right to decline co-op funding reimbursement when a distributor advertises prices to the end-user at a level determined to be detrimental to the market served by its distributors.

The Clore Automotive Co-op Advertising and Promotional Assistance Program may be amended or terminated at the discretion of Clore without notice. Any commitment made up to that point will be honored, but the program is not construed as a permanent part of the Clore marketing program.

Program Support

Please review this program with your Clore Account Executive. Several advertising and program types (promotional merchandise, for example) require pre-approval prior to commencing with the program to qualify for reimbursement.

Please send reimbursement claim forms, along with required supporting documentation to:

Clore Automotive

Attn: Co-op Department
8735 Rosehill Road, Ste. 220
Lenexa, KS 66215
800.328.2921

Clore Automotive
Corporate Headquarters
8735 Rosehill Road
Suite 220
Lenexa, KS 66215

