

Co-op Program - 5 Easy Steps: Follow these five simple steps to utilize the Sansin Co-op program.

Step 1: Review Co-op Guidelines

Please review the Sansin co-op guidelines found [here](#). The guidelines set out what marketing and merchandising are covered by the program and how to participate. The Sansin Co-op program has many options available for you to utilize from print ads and radio to exterior signage to social media ads. Each marketing option that we offer has different rules and different coverage.

Step 2: Submit your Co-op Marketing Request

When you have decided how you would like to promote your business using co-op, go to the dealer login on the Sansin website. If you need your login for the dealer portal please contact marketing@sansin.com. When logged in, click on the co-op advertising side menu, then click the [Marketing Request link](#).

Step 3: Approval

Once you have submitted your Co-op marketing request, please wait for approval before moving forward. All projects will be reviewed to ensure it complies to the Co-op and Branding Guidelines. Sansin will reach out to you when the project or request is ready to move forward.

Step 4: Submit Claim Submission

Once you have finalized your project, Sansin will invoice you the funds used. When you receive this invoice, do not pay it, but fill out the [claim submission](#) and submit it with the invoice and appropriate documentation to marketing@sansin.com. **You do not need to fill out a claim submission for display boards, stepboards, shirts/hats/aprons.**

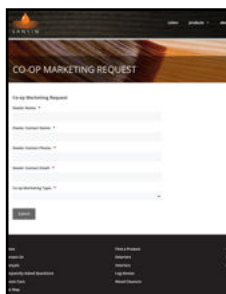
Step 5: Receive Credit for Co-op

After claim submission, we aim to apply the credit to your account within 30 business days.

Due Dates

Advertising must be submitted to Sansin by November 31.
Displays, store merchandising, and branded merchandise must be submitted prior to August 31.

Click the images below for quick access



[Co-op Marketing Request Page](#)



[Claim Submission Form](#)



[2023 Co-op Program Rules](#)



[2023 Co-op Merchandising](#)

