



COLORANT AND STOCKING DEALER

2023 CO-OP MARKETING AND MERCHANDISING PROGRAM

Purpose:

Sansin offers a comprehensive co-op marketing and merchandising program for our colorant and stocking dealers. This program is designed to support your marketing efforts by building brand value and awareness, which leads to increased store traffic, product sales and revenue growth.

Program Description:

Sansin will rebate up to 3% of your prior year net product purchases¹ towards Sansin-supplied media, advertisements, brand merchandising and other approved promotional marketing opportunities.

Program Details:

- The eligible amount of co-op support for current year advertising and promotion is based on the prior year's net product purchases.
- If a spring booking was placed, the eligible amount of support for the year will equal 3% of your net product purchases. If a spring booking was not placed, your eligible amount is 2%.
- The program is administered on a calendar year basis. To participate and qualify, you must have minimum net product purchases of \$30,000 during the previous year and your credit account must be in good standing.
- Co-op support is based on detailed grid – see below.

Submission dates for credit/reimbursement – no exceptions:

- All co-op requests for displays or store merchandising must be submitted prior to **August 31**.
- All co-op requests for Sansin provided branded merchandise must be submitted prior to **August 31**.
- All co-op claims for advertising must be submitted to Sansin by **November 30th**.
- Your co-op rebate request will reflect your total claim; the actual rebate will not exceed your eligible amount of support.
- All merchandising requests are subject to acceptance based on availability.
- The rebate will be reimbursed to you in the form of a credit against your account within 30 business days of receiving required and approved support documentation.



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Example

Dealer A had \$100,000 in net product purchases during 2022 and made a spring booking in the Fall of 2022. The dealer is therefore eligible for \$3,000 in co-op support ($\$100,000 \times 3\%$). During 2023, the dealer spends \$4,000 in Sansin pre-approved advertising and purchased \$500 in brand merchandise from Sansin. The dealer co-op claim would equal \$2,500 ($\$4,000 \times 50\%$ plus $\$500 \times 100\%$). Dealer would receive full credit within 30 days of the approved submission.

- If the co-op allocation is unused by November 30, the remaining credit will be withdrawn.
- All qualifying costs must be incurred and claimed during 2023, prior to the submission deadline.
- All advertising and other promotional expenditures must be supplied and/or approved by Sansin prior to publishing see table below.

¹ Net product purchases do not include colorants, tools, log and timber products, dryers/extenders, Precision Coat Products, Pressure Plus, Protect-A-Cut.



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Co-op Program Details

You will find the request forms in the dealer section of our website under Co-op Advertising, link below.

<https://www.sansin.com/dealer-section/co-op-advertising/>

If you need a login, contact your Sansin Care Representative.

Pre-approved media examples are on the dealer website in the co-op section.

For anything outside of preapproved media, please email marketing@sansin.com for special requests. Any custom designed work may be subject to design fees. For media resizing, please allow at least 2 weeks and for custom artwork allow at least 30 days.

Approved Media	Reimbursement	Eligibility Requirements	Required Documentation
Print: newspapers, magazines, contractor flyers, circulars	50%	<ul style="list-style-type: none"> • Customers must use Sansin pre-approved media found on dealer website. • Media cannot be resized or adjusted in any way. • Ad size may determine content. i.e., Smaller sized ads will contain Sansin Logo only vs Dealer Logo • Adjustments to standard advertising allow 2 weeks to process. • Ads outside of preapproved library – submit marketing request form at least 30 days ahead of supplier artwork deadline. 	<ul style="list-style-type: none"> • Copy of supplier paid invoice, including insertion date, unit size. • Tear sheet of print media including cover page. • Completed print ad marketing request form (found on dealer co-op page). • Sansin claim submission form



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Vehicle Wraps/ Vehicle Signs	50%	<ul style="list-style-type: none"> • Must use Sansin custom designs according to vehicle size with the following requirements: • Used Vehicle (< 5 years old)- Vehicle specs and current photo of vehicle, all sides • New Vehicle – Specs • Signed Contract 	<ul style="list-style-type: none"> • Copy of supplier paid invoice • Photo of vehicle with applied sign/wrap • Sansin claim submission form
Radio	50%	<ul style="list-style-type: none"> • Must use Sansin preapproved radio ads 	<ul style="list-style-type: none"> • Radio script as aired including times aired • Copy of paid invoice including dates, length, times aired, station and total spots • Sansin claim submission form
TV Ads	50%	<ul style="list-style-type: none"> • Must be preapproved by Sansin Marketing Department and prominently feature Sansin 	<ul style="list-style-type: none"> • Script • Digital file as aired • Paid invoice with time slots and dates aired • Sansin claim submission form
Tradeshows	50%	<ul style="list-style-type: none"> • Reimbursement covers cost of booth space • Sansin will provide all required show materials and shipping costs to location • Dealer to submit exhibitor request form for approval at least 90 days before the event • Requests are subject to availability 	<ul style="list-style-type: none"> • Paid Invoice • Photo of live booth at the exhibition • Sansin claim submission form



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Inserts, direct mail, flyers, coupons	50%	<ul style="list-style-type: none"> • Must be Sansin designed and approved. • Provide summary of campaign to Sansin. • Allow at least 30 days for custom designed artwork. 	<ul style="list-style-type: none"> • Copy of supplier paid invoice including details of direct mailing, geographic. • Include hard copy of direct mail/insert/coupon. • Completed print ad marketing request form (found on dealer co-op page). • Sansin claim submission form
Billboards	50%	<ul style="list-style-type: none"> • Customers must use Sansin preapproved media found on dealer website. • Media cannot be resized or adjusted in any way. • Media outside of preapproved library – submit marketing request form at least 30 days ahead of supplier artwork deadline. 	<ul style="list-style-type: none"> • Copy of paid Invoice, including launch date, size and terms. • On-site photo of billboard or sign. • Completed billboards marketing request form (found on dealer co-op page). • Sansin claim submission form
Exterior store signs/permanent box or awning signs	50%	<ul style="list-style-type: none"> • Must be Sansin designed and provided artwork. • Send photos of various angles of proposed sign location. • Must use local supplier and must be professionally installed. 	<ul style="list-style-type: none"> • Paid Invoice, including date, installation, size. • Final photo of installed sign. • Completed exterior store signage marketing request form (found on dealer co-op page). • Sansin claim submission form



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Window clings	50%	<ul style="list-style-type: none"> • Must use Sansin provided artwork. • Must provide photos from various angles. • Must provide precise measurements. • Must be professionally installed. • It is Sansin's preference to purchase through our approved suppliers and invoice the dealer for 50% 	<ul style="list-style-type: none"> • Photo of final installation. • Completed window clings marketing request form (found on dealer co-op page). • Sansin claim submission form
Sansin provided branded merchandise	100%	<ul style="list-style-type: none"> • Branded merchandise purchased through Sansin the total of which cannot exceed the lesser of \$2,000 or 50% of the total available co-op amount. • See merchandising price list. 	<ul style="list-style-type: none"> • Merchandise will be invoiced and credited per terms. • Merchandise will be shipped immediately if in stock. If not in stock, dealer will be made aware of other ordering options. • Completed merchandise marketing request form (found on dealer co-op page).



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Co-branded merchandise	50%	<ul style="list-style-type: none"> Includes items to be given away for promotional purposes and are not for resale. Branded merchandise cannot exceed the lesser of \$2,000 or 50% of the total available co-op amount. Reimbursement will be reduced if more than 3 logos appear on the merchandise Sansin will purchase through approved suppliers and invoice the dealer for 50% 	<ul style="list-style-type: none"> Completed merchandise marketing request form (found on dealer co-op page).
SEM (Search Engine Marketing)	50%	<ul style="list-style-type: none"> Search terms must be specific to Sansin and its products and approved by Sansin prior to implementing campaign. SEM marketing must be accompanied by a pre-approved landing page and/or Sansin specific page on retailer site Total digital marketing allowance cannot exceed \$2,000 or 25% of the total available co-op amount 	<ul style="list-style-type: none"> List of paid search ads. Cost per click and click through rate analytics Invoice, statement, receipt, or contract showing net cost. Copy of landing page/approved website layout is required and to be updated yearly. Sansin claim submission form
Digital Display/Banner Advertising	50%	<ul style="list-style-type: none"> Must utilize approved and current Sansin digital ads. Must not resize supplied ad Total digital marketing allowance cannot exceed \$1,000 or 25% of the total available co-op amount 	<ul style="list-style-type: none"> Vendor invoice and contract. Full page screenshot showing digital ad on webpage. Sansin claim submission form



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<p>Social Media Advertising/Promotions: (Pinterest, Twitter, Instagram, Facebook)</p>	<p>50%</p>	<ul style="list-style-type: none"> • Image must feature the brand guideline compliant Sansin logo. • Text must clearly promote Sansin or its current products. • Must utilize approved and current Sansin social media ads. • For targeted ads, "Promoted by" or "Created date" must be within the month of the activity being claimed. • Ads must be reviewed/approved by Sansin Marketing. Consult with Sansin Marketing on target demographic. • Total digital marketing allowance cannot exceed \$1,000 or 25% of the total available co-op amount 	<ul style="list-style-type: none"> • Invoice, statement, or contract with net cost or monthly billing summary. • Screenshot of ad/post with URL. • Icon or screenshot of ad/artwork for mobile/targeted ads. • Sansin claim submission form
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Examples of Non-Eligible Co-Op

- Retailer website development (Sansin Art department can assist with design concept)
- Search Engine Optimization
- Circular ads/store flyers or promotions with many products/pricing
- Email marketing/blasts or Text Messaging
- Purchases of equipment, color computers, or POS computers.
- Employee apparel: uniforms outside of Sansin provided apparel.
- Business cards.
- Gift cards, concert tickets, sporting events.
- Freight/shipping charges and sales tax.
- Labor charges, hired event talent.
- Stain products, including color samples.
- Resale items - for example branded shirts for resale.
- If in doubt if an expense is eligible, please contact marketing@sansin.com prior to making the purchase.