



Water-Right's Advertising Co-Op program is designed to help our distributors create and implement effective marketing strategies in local markets to increase Water-Right branded product sales. Our goal is to offer strong marketing tools that enhance the visibility of your company as well as the Impression Series® and Sanitizer Plus® brands in a way that contributes to sales growth that is mutually profitable.

Distributor Eligibility

Water-Right Co-op advertising funds are available to Water-Right distributors and their water treatment customers. Co-op advertising funds are based on 2% of previous years total sales and is available to use from January 1— December 31. Co-op advertising funds do not rollover to the following year.

Co-Op Requirements

Prior to submitting your advertising request to Water-Right's Marketing Department, contact your Regional Sales Manager for review. All Advertising Co-Op requests must be approved in advance. Any previously approved ads must be resubmitted for new approval.

*Advertising Co-Op reimbursement will **not** be granted for marketing initiatives shared with competitive water treatment brands.*

Approval Process

After your Regional Sales Manager reviews your co-op request, please send Michelle Anderson at Water-Right your submission to ensure co-op guidelines are followed. Her email address is **michelle.anderson@water-right.com**.

Once your co-op request is approved by Michelle, please send her the completed reimbursement claim form, a copy of your PAID invoice **AND** a copy, photo, or sample of your advertisement/marketing activity via email, mail or fax:

Michelle Anderson
1900 Prospect Court, Appleton, WI 54914
920-739-9401 phone • 920-739-9406 fax
michelle.anderson@water-right.com

Co-Op Advertising Participation Rates

Water-Right agrees to participate in co-op funding up to 50% of the total approved "paid" invoice if sufficient co-op dollars are available. If the Distributor submits in participation with a Water-Right Dealer, then the rate which Water-Right will participate is 25% of the total approved "paid" invoice. In this scenario, the distributor and Water-Right agree with participation levels of 50% of the total invoice, split 25% each.

Example A: *Distributor advertising is submitted for co-op reimbursement in the amount of \$500. This invoice is eligible for a rate participation of \$250 (50% of the total approved paid invoice).*

Example B: *Distributor submits co-op for reimbursement in the amount of \$500 for water treatment dealer/customer. This invoice is eligible for a rate participation of \$125 (25% of the total approved paid invoice or 50% total participation between the Distributor and Water-Right).*

Co-Op must be submitted to Water-Right within 90 days of invoice date.

Eligible Co-Op Program Materials Examples

- Newspaper ads (*No Competitors*)
- Truck Wraps (*No Competitors*)
- Radio, TV, and Billboard Advertising
- Marketing materials (*direct mail, door hangers, brochures, etc.*)
- Trade/home show booth fees (*prior approval by your Water-Right Regional Sales Manager*)
- Digital Marketing or online advertising of Water-Right branded products
- Boosting social media posts/advertising of Water-Right branded products

Not Eligible for Co-Op Program Examples

- Agency or consultant fees for creation of said marketing materials
- Referral site costs: (*Angie's List, HomeAdvisor, etc...*)
- Swag items
- Telephone directories
- Trips or outings
- Yellow page ads
- Website hosting

Exclusions: Any advertisement or effort less than 75% dedicated to water treatment, any efforts that showcase competitive brands or products, stationary reprint costs, lack of prominent brand and/or product representation.