



Date Effective: Nov 1st, 2016

> Terms of Agreement:

The Bourgault co-op advertising allowance is calculated based on the following criteria:

- > **Calculation of Advertising Allowance for a New Bourgault Dealer** - in a Bourgault Dealer's 1st year, the co-op advertising allowance is equivalent to 1% of net volume.
- > **Calculation of Advertising Allowance for a Bourgault Dealer After One Year** - after the first year as a Bourgault Dealer, the co-op advertising allowance is equivalent to ½% of net volume.
- > **Time Frame** - the advertising allowance is calculated based on the Bourgault fiscal year (November 1st - October 31st). As described above, the allowance is accumulated throughout the year based on the Dealer's net volume sales. The final co-op allowance calculations will be completed annually shortly after October 31. At this time, if Bourgault has issued credits to the Dealer greater than ¼% of net whole good sales, any amounts exceeding \$100.00 will be invoiced to the Dealer.
- > **Allowance Carry-Over** - if the Dealer's co-op advertising account has an unused balance at year end, the unused balance will be carried over into the following year. At the end of the 2nd year, the unused balance greater than 365 days old will be lost.
- > **Acceptable Claim Time Frame** - claims must be made to Bourgault head office no later than 120 days after the promotion has run or they will not be honored.

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- > **What Must Be Submitted in Order to Qualify** - the following must be completed and submitted in order to qualify for a Bourgault co-op claim:

for Print and Radio Promotion:

- 1/ a completed Bourgault co-op claim form,
- 2/ a tear sheet, or a copy of the advertisement or radio script,
- 3/ a paid copy of the invoice. (The qualifying amount of the approved advertisement will be credited to the Dealer's part's account.)

for Other Promotion (Signage, Wardrobe, Special Events):

- 1/ a completed Bourgault co-op claim form,
- 2/ photos or artwork mock-up of the promotional effort,
- 3/ a paid copy of the invoice. (The qualifying amount of the approved promotion will be credited to the Dealer's part's account.)

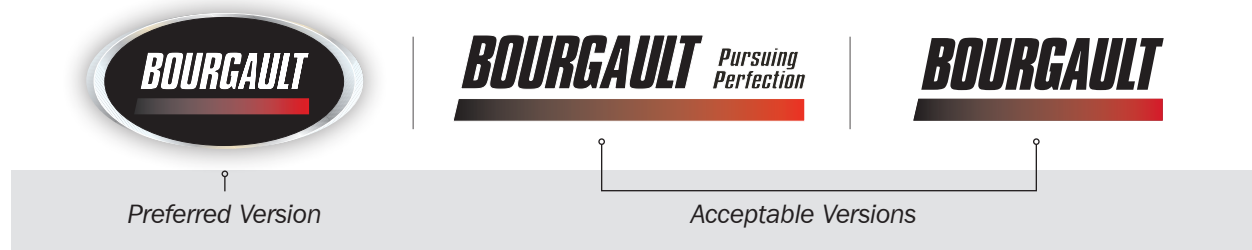


> Conditions for Qualification

- > **Qualifying Promotional Efforts** - Bourgault will support a myriad of promotional efforts through its co-op claim program. Promotional efforts include, but are not limited to, print, radio, television, digital/web, factory tours, billboards, wardrobe and building signage (exterior and interior). Any promotional efforts outside of the ones listed above require approval from Bourgault prior to Bourgault committing.
- > **Qualifying Content** - in order to qualify for the maximum support of 50% on a specific promotion, the promotion must contain 100% Bourgault content [Bourgault content includes the authorized Bourgault Dealer corporate identification *i.e. the Dealer logo and address(es)*].
If a promotion contains material from other manufacturers or suppliers, the co-op allowance will be prorated based on the percentage of Bourgault content.
- > Please note that as of Oct 31st, 2016 4-H calves no longer qualify under the Bourgault co-op program.
- > Claims cannot include taxes, gratuities or liquor charges.

Print Advertising

- In order for print advertising to qualify for Bourgault co-op, it is imperative that a current Bourgault logo is present somewhere within the ad; outdated or distorted Bourgault logos **will not** qualify. Below are the three current acceptable versions of the Bourgault logo - black and white versions of the logos below are also acceptable.



Current Bourgault logos can be downloaded from the Dealer Secure Area on the Bourgault website under Advertising.

- A listing of used Bourgault equipment in and of itself does not qualify for Bourgault co-op credit. A current Bourgault logo must be present somewhere in the ad.
- Trades on Bourgault equipment will qualify under the policy if a Bourgault logo is included in the ad, a listing of trade-ins will not qualify without a Bourgault logo.

Radio Advertising

- Like print advertising, the overall weight of Bourgault content will be the determining factor when calculating the percentage reimbursed to the Dealer under the Bourgault co-op claim program. Due to the nature of radio advertising, a certain level of discretion may have to be used in some cases when determining the co-op claim percentage.



> Conditions for Qualification (cont'd)

Wardrobe and Promotional Items

- Wardrobe and promotional items purchased by the Dealer from Bourgault and distributed to Dealer Employees and Customers are eligible for co-op funding. This would include Bourgault hats, shirts, jackets, pens etc. Practical wardrobe, such as coveralls or gloves, purchased by the Dealer for internal use, are not eligible for co-op funding.
- Wardrobe and promotional items purchased by the Dealership from a separate vendor (other than Bourgault) qualify under the Bourgault co-op claim program providing the wardrobe or promotional item has a current Bourgault logo embroidered or permanently adhered to the item. In order for the item to qualify for 100% of costs (50% reimbursement) the “visual weight” of the Bourgault logo has to be equivalent to the “visual weight” of the Dealer logo; determining co-opable content is at the discretion of the Bourgault advertising/marketing department.

Promotional Activities

- Promotional activities conducted by the Dealership such as open houses, clinics, seminars, meetings, or shows are also eligible for reimbursement under the co-op program (subject to the terms of this policy).
- If a Dealer event features strictly Bourgault products, the Dealer can claim 100% of costs (with 50% reimbursement through the Bourgault co-op program). If the event features other lines along with Bourgault, the subsidy is prorated based on the number of manufacturers that are represented at the event. *For example, if Bourgault is one of four manufacturers represented at an event, 1/4 of the event costs will be eligible for Bourgault co-op.*

Advertising in “The Cutting Edge” publication

- Advertising in “The Cutting Edge” publication (produced bi-annually by Bourgault) does not qualify for Bourgault co-op; advertising in “The Cutting Edge” has already been subsidized by Bourgault.

General Information

- All co-op claims must be submitted on a “Bourgault Co-op Claim Form” available from the Bourgault website (www.bourgault.com) in the Dealer Site Access section.
- This policy is subject to change without prior notice.
- Bourgault admats, logos, product photos are available for download from the Bourgault website in the Dealer Site Access section under Advertising.

NEW

Please e-mail your completed auto-fill claim and scanned support documents to: **coopclaims@bourgault.com**

When e-mailing, please name your co-op claim as follows:
dealer name_submission date

If more than 1 claim is submitted on the same day, please add a number after each claim

i.e.: agworld_oct24
agworld_oct24_2

or, mail your completed claims to:

Bourgault Industries Ltd.
Attn: Co-op Advertising Program
Box 39, St. Brieux, SK
S0K 3V0



BOURGAULT CO-OP ADVERTISING CLAIM FORM

Name of Dealership	<input type="text"/>	Dealership Location	<input type="text"/>
Contact Person	<input type="text"/>	Dealership Phone Number	<input type="text"/>
Claim Submission Date	<input type="text"/> <i>Month</i>	<input type="text"/> <i>Day</i>	<input type="text"/> <i>Year</i>

Type of Promotion
i.e. print, radio, internet, billboard or other (please specify)

Support Documents Included
Please check off if support documents included

Name of Promotional Company
i.e. name of radio station, newspaper, television station, wardrobe vendor, etc

Date of Promotion
Month
Day
Year **to**
(if applicable)
Month
Day
Year

Total Cost of Promotion

For Office Use Only:

Total Cost of Promotion	<input type="text"/>	X	% (Bourgault portion of promotion)	<input type="text"/>	=	Total Amount Eligible	<input type="text"/>
Co-op Allowance	<i>50% of total amount eligible</i>		=	Total Claim Amount	<input type="text"/>		
Bourgault Authorizing Signature	<input type="text"/>			Approved Claim Amount	<input type="text"/>		
Invoice	<input type="text"/>			CM#	<input type="text"/>		

Please refer to the Bourgault co-op advertising policy effective 2016; all previously dated policies are null and void.

Please fill out the co-op advertising claim auto-fill form and return, along with the required support documents either by e-mail to: coopclaims@bourgault.com or by mail to: Bourgault Industries Ltd., Attn: Co-op Advertising Program Box 39, St. Brieux, SK S0K 3V0

Each advertising claim must be placed on a single claim form. This form can be used to claim all types of qualifiable promotional efforts (i.e. print, radio, television, wardrobe, etc). *Please note that as of Oct 31st, 2016, 4-H calves no longer qualify under the Bourgault co-op program.*

REQUIRED DOCUMENTS FOR CLAIM 1/ a completed co-op advertising claim form, 2/ original print tear sheets, radio scripts, pictures of promotional item etc. that accurately reflect the content of the promotional effort, & 3/ a copy of the paid invoice:

- Maximum participation: 50%, up to 1/2 of net dealer sales, All claims exceeding 1/2% of net dealer sales will be charged back to the dealership at year-end.
- Claims are subject to approval by the Bourgault Advertising Manager,
- Claims submitted to Bourgault later than 120 days after the run date will not be eligible for reimbursement,
- In Canada, taxes do not qualify under the Bourgault co-op program.

