



AWNINGS & OUTDOOR COMFORT

2024 Co-op Marketing Program



Sunesta's Co-op Marketing Program is designed to support the marketing efforts of our representative Dealers through a variety of media outlets.

Consistent, recognizable marketing increases lead generation and overall Sunesta sales. The goal of this program is to assist with those efforts, and all of our success depends on a collaborative consistent branding effort.



This Co-op guide covers information about marketing the Sunesta brand and receiving Co-op reimbursement. We encourage all Sunesta Dealers to participate in the Co-op Program because it offers the opportunity to amplify your marketing and advertising budget.

General Guidelines

MECHANICAL REQUIREMENTS

Photographic images and logos available through the Dealer Portal at SunestaDealers.com are the preferred graphics for use in the Co-op Marketing Program. Photos featuring Sunesta products that are not supplied by Sunesta's Marketing Department **need to be approved prior** to publication. **All product images and logos are available through the Dealer Portal at SunestaDealers.com.**


AD REQUIREMENTS

Sunesta's current logo must be featured prominently in the advertisement, in equal or larger size than your company's logo. The ad must feature a Sunesta-approved photograph. In addition, the ad must feature a Sunesta product only to be eligible for the full percentage reimbursement. Ads including substitute (ex: Sunrooms or Umbrellas) or competing products will not be eligible for the Co-op Marketing Program. Ads including non-competing products in addition to Sunesta will be reimbursed at the rate of 25% of the portion that includes Sunesta products if they meet all other eligible standards.

In order for an ad to be eligible for Co-op it must be in-line with those available in Ad-Builder on the Sunestadealers.com portal, they are the Sunesta brand standard. Sunesta is striving to create a nationally recognized brand value and a nationally uniformed look. This will help in building not just for Sunesta but for you as a dealer.

Please have ads submitted for pre-approval at the start of each new year, to ensure they meet the Co-op guidelines.

SUBMITTING A CLAIM

To submit a Co-op claim directly through the Sunesta Dealer Portal at SunestaDealers.com Then selecting the Submit Co-op button  at the top of the page or the Co-op selection on the left side menu.

When submitting claims, be sure to include a **fully complete** digital online claim form and a copy of the invoice not a receipt or canceled check along with:

- A dated tear sheet for each time the ad ran
- The actual example of the direct mail piece
- A copy of the script for the radio/television ad
- A copy of the radio or television spot
- A photo of the entire event/show booth
- The home show sign-up form detailing, break down of charges

Should a claim be submitted without proper documentation it will be denied and will need to be submitted again with proper documentation. Claims must be submitted within 90-days from time of advertisement or date of event. Claims are processed monthly for the previous month's marketing activities.

I.e. Claims submitted in current month will be processed the following month (submitted in June - processed in July)

REIMBURSEMENT

Sunesta will reimburse Co-op claims based on media source (see grid for details), of your eligible advertising costs up to 5% of your year to date sales. Reimbursements will be paid in the form of a credit to your account. Please note: if a claim is approved and processed, but there are insufficient funds in your Co-op account, the claim will be applied as additional funds are accrued until the end of the calendar year.

Ex. If you attend (4) Home Shows in February costing \$4000 and have submitted an order to purchase a product, then you should still submit your claims because as long as the claims are approved. Then you will receive the approved co-op credits applied to your account as your purchases increase throughout the year.



Approved Media Source	Description	Eligible Claims	Reimbursement	Required Documentation
Sunesta Sales Aids	Literature located on the Sunesta Literature Portal	Cost of sales aids (not to exceed \$500 with-in a calendar year)	100%	Invoice, digital claim form
Exclusive Print Ads/ Direct Mail/Door Hangers/Billboards†	Any print ads containing all Sunesta photos, current Sunesta logo, Sunesta.com, & 1-800-SUNESTA	Cost to insert or display the ads/other	50%	Invoice, copy of ad, digital claim form
Shared Print Ads	Ads that include non-competing or replacement products	Insertion cost of ad that represents Sunesta products	25%	Invoice, copy of ad, digital claim form
Events, Home Shows, Sunesta Displays	Floor space dedicated to Sunesta products, approved Sunesta Home Show Displays	Cost of floor space	50%	Invoice, booth photo, digital claim form
TV/Radio	Broadcast ads on radio and TV Approved spots found on SunestaDealers.com	Broadcast cost (air time)	50%	Invoice, script, spot, digital claim form.
Vehicle Wraps	Vehicle wrap containing all Sunesta photos, current Sunesta logo, Sunesta.com, & 1-800-SUNESTA	Cost of vehicle wrap up to \$3,000 (\$1,500 Co-op credit)	50%	Invoice, photo of vehicle wrap, digital claim form.

*The below must be placed with Sunesta Corporate approved vendor

SEO*	Search Engine Optimization (Sunesta landing page uploaded to dealer's website)	Cost to develop content for dealer's Sunesta Landing page	50%	Invoice, SEO content pages, digital claim form
Retargeting*	Retargeting traffic to Sunesta landing page uploaded to dealer's website or Sunesta.com To include: Banner ads & pre-roll video ads	Ad display cost	50%	Invoice, copy of campaign, digital claim form
PPC*	Pay Per Click (Sunesta.com or Sunesta landing page uploaded to dealer's website)	Ad display cost	50%	Invoice, copy of campaign, digital claim form
Social Media*	Facebook campaigns and promotions that link to Sunesta.com or Sunesta landing page uploaded to dealer's website)	Ad display cost	50%	Invoice, copy of ads, links, digital claim form

† All marketing materials eligible for Co-op must include the current Sunesta logo to be at least the same size as dealer's logo and Sunesta.com to be at least the same size as dealer's site.

Eligible Sales

Five (5) percent of every eligible sale of Sunesta products invoiced between Jan. 1 and Dec. 31 in any year accumulates in the participating dealer's co-op account. Co-op funds not used within any calendar year will be forfeited. All sales of Sunesta products earn Co-op funds except for sales of awnings with fabric not included in the Sunesta Fabric Collection book and samples, inserts, postcards, brochures and other sales and marketing aids.

Claims Documentation & Reimbursement

Co-op digital claim form must be completed in full and submitted with the following documentation:

- An invoice from the media source showing the cost and date(s) when the ads ran or the event occurred
 - All "Required Documentation" as indicated in the chart above.
- Reimbursements will be paid in the form of a credit to the dealer's account. Claims for credit reimbursement should be submitted to the Sunesta Dealer portal Co-op coordinator after ads have been placed and the local media has been paid. Each claim should indicate the total invoice amount spent to ensure that credit is issued.
 - Must submit Co-Op within 90-days from time of advertisement or date of event.

*Incomplete or inaccurate claims cannot be processed and will be returned to the dealer for re-submission.

- Sunesta reserves the right to request additional documentation, when needed, to approve individual claims.
- Dealers **cannot** automatically deduct their claims or Co-op reimbursement account funds from their Sunesta invoices or statements.
- Accumulated co-op funds can be used only for Co-op advertising reimbursement.
- Under no circumstances will Co-op reimbursements be made in cash or check.

Dealer Eligibility

Must continuously meet the SDA eligibility requirements to continue to participate. Sunesta Dealers who meet the following requirements may be invited to participate in the Sunesta Co-op Program:

- Must have an established Sunesta account
- Must be within their established terms.
- Must not sell a competitive shade product.
- Must sell from the Sunesta Fabric Collection book.
- Must display the Sunesta logo on their website with a back link to Sunesta.com.

2024 Total Purchase Volume for Co-op

Order Volume	Co-op Percentage
\$2,000,000+	8%
\$1,000,000-\$1,999,999	7%
\$750,000-\$999,999	6%
\$500,000-\$749,000	5%
\$100,00-\$499,999	5%
\$50,000-\$99,999	5%
\$0-\$49,999	0%

General Information

- If any questions arise over our Co-op ad program policy, dealers should contact Sunesta's Co-op ad program coordinator before proceeding with their advertising.
- The terms of our Co-op Marketing Program may change at any time at the sole discretion of Sunesta.
- If dealers have any questions about the plan or the status of any claims submitted for processing, they should contact the Co-Op Ad Program Coordinator.

How to Submit a Co-op claim online

CLAIM INFORMATION

Publication Name	Type of Ad	Invoice #	Date of Invoice	Invoice Amount*
<input type="text" value="Publication Name"/>	Print	<input type="text" value="#123456"/>	<input type="text" value="01/19/2018"/>	<input type="text" value="\$000.00"/>
Start Date <input type="text" value="01/19/2018"/>		Size of Ad	<input type="text" value="Width (inches)"/> <input type="text" value="Height (inches)"/>	
End Date <input type="text" value="01/19/2018"/>		Circulation	<input type="text" value="10000"/>	

<input type="text" value="Publication Name"/>	TV/Radio	<input type="text" value="#123456"/>	<input type="text" value="01/19/2018"/>	<input type="text" value="\$000.00"/>
Start Date <input type="text" value="01/19/2018"/>		Length of Ad	<input type="text" value="30 seconds"/>	
End Date <input type="text" value="01/19/2018"/>		Est. Reach	<input type="text" value="10000"/>	

<input type="text" value="Publication Name"/>	Home Show	<input type="text" value="#123456"/>	<input type="text" value="01/19/2018"/>	<input type="text" value="\$000.00"/>
Start Date <input type="text" value="01/19/2018"/>		Size of Booth	<input type="text" value="Width (feet)"/> <input type="text" value="Height (feet)"/>	
End Date <input type="text"/>				

1. Log on to the Sunesta Dealer Portal (SunestaDealers.com)
2. Go to the Submit Co-op button at the top of the page.
3. Fill out the respective claim information.

***It is important to make sure the Dealer information also reflects who is the right point of contact so the Co-op coordinator can send any adjustments to the appropriate person.**

***Attachment file names cannot contain any special characters or your claim may be rejected.**

*** When adding the back up attachments, it is recommended to scan the photo, invoice and other documentation required, together in one file. It makes it easier for everyone to keep track of. If it is not possible, just attach them the best you can.**

***All Co-op claims are processed monthly.**

Approved Co-op Example

Unsure if your advertisement is eligible for Co-op reimbursement? Create your ad using the Ad Builder on SunestaDealers.com. All ads on the Ad Builder are eligible for Co-op!

If your ad is not an Ad Builder ad or created by Sunesta Corporate, please get prior approval from the Co-op Coordinator for your 2024 ads that you wish to submit for Co-op. If you do not get pre-approval or use Ad Builder, your claim may not be approved.

Sunesta's current logo is featured prominently in the ad, and is the same size as the dealer logo.

Have It Made In Your Custom-Crafted Shade.

Sunesta
AWNINGS & OUTDOOR COMFORT

Custom-Crafted Awnings, Sun Shades and Screens

- LIFETIME Warranty**
- Fast Installation
- Over 150 Fabric Patterns & Colors
- Superior Quality & Construction

sunesta.com

FREE MOTOR
with this ad

AWN AIR
ADJUSTABLE AWNINGS

1-800-123-4567
www.Awnair.com

EXPERIENCE THE SUNESTA DIFFERENCE

**Cannot be combined with any other offers. Offer subject to change without notice. Void where prohibited. Valid on new purchases of the Sunesta™, The Sunstyle™, and The Sunlight™ only. Must be presented at time of estimate. See sunesta.com for more details. Upgrades include SmartTilt™, SmartCase™, SmartHood™, and SmartDrop™. Motor up to \$936 value. Offer expires

Photos supplied by Sunesta's Marketing Dept. or from Sunesta Dealer Portal.

Sunesta.com is included and is the same size as the dealer website.

Sunesta Branding Guidelines

Logos available for download on the Dealer Portal (SunestaDealers.com).

LIGHT GREEN

CMYK Colors:

C: 97
M: 22
Y: 100
K: 9

RGB Colors:

R: 0
G: 131
B: 69

DARK GREEN

CMYK Colors:

C: 90
M: 33
Y: 99
K: 25

RGB Colors:

R: 6
G: 105
B: 55



Futura

Futura Book

(Font Family)

Futura Heavy

Futura Bold

Futura Medium
Condensed

additionally we use

Open Sans

(Font Family)