



BURN PROGRAM
GUIDELINES & FORMS



CO-OP PROGRAM
GUIDELINES & FORMS



Burn Display Program Details

The Program

The intent of the Burn Display Program is to help dealers off set the expense of having an Enviro unit in use in their showrooms. This can be a highly effective sales tool, and dealers should consider this a worthwhile investment into their displays.

Requirements

There are a few requirements that must be met before a burn credit claim will receive approval.

- All burn claims must be accompanied by an image of the installed unit burning in a showroom.
- The supplied photo must confirm the model indicated in the Burn Credit Application.
- The photo must be taken in such a way that installation in a showroom or other display setting is evident.
- Multiple photos may be advisable to show one close up and one wide angle view.
- Fireplaces or Inserts must be complete in a finished wall or facade with no exposed gaps around the unit.
- Display units must be kept in a presentable condition.
- Product is required to remain on display for 12 months unless discontinued.
- Burn Credits must be submitted within 90 days from the time of installation on showroom floor.
- Dealers who are not in good credit standing during the course of the year will have all Burn Program Applications placed on hold until the time that their account is brought current.
- Invoice must be paid within terms.
- Burn Credit Invoices to be used toward future purchases.
- Minimum 10 unit annual purchase required to qualify for one burn model.
- Maximum 5 burn credits per store per calendar year.
- ***See Pages 2 & 3 for details and examples.***

Limitations

- New burn models cannot replace the same Enviro model.
- Claims will be reviewed for approval within 30 days of submission.
- Credits to be processed within 30-60 days of approval.
- Installation labor charges, freight, venting and taxes are not included.
- Burn claims are only applicable to current product offerings.
- Trailers or other mobile displays must be pre-approved.
- Gas units will be evaluated on burn quality.

Burn Claim Image Guidelines

To ensure your burn claims are approved it is important that the images provided serve to clearly demonstrate a few key points:

- ✓ The unit is clearly in a storefront or similar display setting (min. 10ft distance preferred, not zoomed in).
- ✓ The unit is the correct model as entered on the claim form, with approved accessories/options.
- ✓ The unit is in use while on display (please take the photo while it is burning).
- ✓ The installation includes any required options, ie surround panels.
- ✓ Images must not be distorted, for clarity purposes and ease of identification (not stretched horizontally or vertically out of proportion).




Is this a showroom?

- ✗ This photograph was taken too close to effectively show whether the unit has been installed in a showroom or other display setting. This claim would require an image with view of the surroundings before receiving approval.



Burn Claim Image Guidelines


Is it a complete installation?

-  This image shows an insert installed without one of the available surround panels. It also does not clearly indicate a showroom setting.

Fireplaces and inserts must be fully installed into a wall or facade with no gaps around the unit. Units on shelves or racks do not qualify.



Is the unit in use?

-  The freestanding unit pictured is neither burning nor fully installed. This claim would be denied without proof that the unit was in use and ineligible for resale.





Burn Display Application Form

The Program

The intent of the Burn Display Program is to help dealers offset the expense of having an Enviro unit in use in their showrooms. All burn claim applications are subject to requirements as listed in the Burn Display Program Guidelines.

Claim Details

In addition to the below information, an appropriate video or image of the unit burning in a finished showroom installation will be required.

Dealer Name _____ City: _____

Address _____ State/Prov: _____

Unit SKU: _____ Install Date: _____

Unit Serial: _____ State/Prov: _____

Unit Accessories/Options: _____

Note: All claims are subject to review and approval according to the Enviro Burn Claim Guidelines.
Please consult with your Distributor for any additional requirements or clarification.



Applicable CO-OP Materials

The Co-op Claim program is intended to support dealers and assist with their efforts to connect with potential consumers, promoting themselves as representatives for our brand. To that end, certain types of advertisements or promotional materials are encouraged, while others may not be accepted as effective brand representation. Promotional items provided through Sherwood Industries can be claimed for a credit of 50% of their cost, while similar locally produced items should be pre-approved to ensure they qualify.

The following types of co-op claims are accepted provided they meet specific requirements (outlined in the following pages):

Print Ads

- Newspaper
- Magazine
- Flyer

Broadcast & Social Media

- Radio Advertisements
- Television Advertisements
- Facebook/Instagram

POP Materials (purchased through Enviro)

- Branded Clothing
- Posters
- Mugs, or other similar items

POP Materials (independently produced)

Promotional items that are not described above or in the following pages and are independently designed/produced by dealers or distributors are not guaranteed for approval and should be submitted for review prior to production to ensure they qualify for this program. Such items will be evaluated based on type of item, brand prominence, their effectiveness as a promotional tool, and their intended usage or recipients.

Tradeshaw Booths & Related Materials

Tradeshaw participation must be discussed with the distributor's Enviro Sales Manager for approval, in addition to meeting tradeshow requirements.

CO-OP Claim Guidelines

Advertisement Guidelines

The final credit amount of any claim is directly affected by the percentage of the ad that is dedicated to Enviro products. Sherwood Industries will evaluate the claimed amount and then credit 50% of the applicable value (see examples below).

There are a number of factors that can affect the determined percentage of ad related to Enviro:

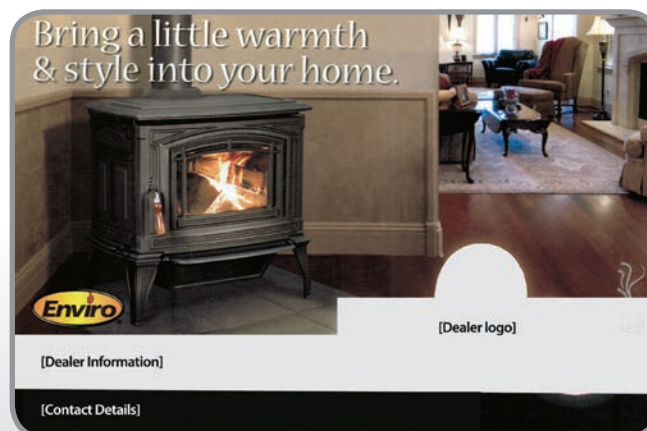
- Logo size, prominence, and placement.
- Quality of Enviro product imagery.
- Number of times Enviro brand is mentioned in the body of text or script.
- Context of the ad, or relation between services offered and the Enviro brand.
- Prominence of Enviro and/or products in an ad featuring multiple brands.
- Proximity between stove/fireplace images and Enviro logo in an ad featuring multiple brands.

Requirements and Limitations

- All claims must have proof of cost attached (scanned invoice).
- All print ad claims must include a scanned copy of the actual ad.
- Print ads featuring the Enviro logo without product imagery or additional mention in the ad copy may be evaluated based solely on logo ink coverage, or will be rejected if brand relevance is too low.
- Facebook/Instagram ads must be pre-approved.
- All radio or TV ad claims must include a scanned copy of the script.
- Radio or TV ad scripts should make 3 or more Enviro brand mentions. Specific Enviro models, if mentioned, may also count towards this requirement.
- Claims may request credit for Net costs only; taxes are not applicable.

Print Ads

Magazine Ads, Mailout Flyers



- ✓ Enviro logo is correct & prominent.
- ✓ Enviro stove pictured alongside brand logo, maximizing brand association & ad relevance.



Co-op Advertising Program

Helpful Tips

Print Ads

Magazine Ads, Mailout Flyers



- ✓ Enviro logo is correct & prominent.
- ✓ Enviro stove pictured alongside brand logo, maximizing brand association & ad relevance.

TV / Radio Ads

- ✓ Script submitted as an attachment along with invoice.
- ✓ Three combined mentions of Enviro brand and specific model: two "Enviro", one "E25".
- ✓ Reference to product benefits or features is made along with mention of multiple sizes and styles.

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Send Payment To:

Stingray Radio Inc./Radio Stingray Inc.

rewind

93.1

www.rewind931.ca

INVOICE - CO-OP: Enviro

Invoice #	123456	Invoice Month	March 2021
Invoice Date	03/28/21	Invoice Period	03/01/21 - 03/28/21
Advertiser	[Dealer Name]		
Product	Wake Up Show		
Estimate #			

Ad-ID: Jan21_ClaSto_Enviro

Make this fall a cozy one – make this winter a warm one. SO easy with Enviro and [Dealer Name]. Enviro sells Gas fireplaces and stoves along with wood pellet stoves and inserts. And, this month, take advantage of "New Year, New Heat" – you save [x] dollars when you book your unit install for one of the NEW Enviro E25 units in 2021. [Dealer Name] is your family owned source for warmth and coziness. Stop in and warm up to ultimate service.

This announcement was broadcast as entered in the property's program log. This announcement was aired at the following rates:



Co-op Advertising Program

Helpful Tips

Print Ads

Newspaper Ads

Now is the time for Spring Cleaning

Start the season off right...Make an appointment today to have your stove cleaned at your cottage. Having your stove cleaned at home is also a good idea.

[Dealer Name]



[Dealer Contact Info]

Now is the time!

Get your cottage or summer home ready with a new Enviro stove or insert!

Drop by or visit us online and discover the perfect Enviro model for your home.

[Dealer Name]



[Dealer Contact Info]

☒ Although logo is present, ad copy makes no mention of Enviro as a company or brand and only refers to the dealer's services. This ad does not promote the sale of Enviro products and would not receive credit.

- ☒ Enviro logo is correct & prominent.
- ☒ Ad copy includes Enviro to strengthen the relationship between brand and dealer.
- ☒ Ad is focused on a sales pitch for new units, maximizing ad relevance for Enviro.



Co-op Advertising Program

Helpful Tips

Print Ads

Shared Ads



Enviro is one of 8 brand logos represented. All things being equal, the % related to Enviro might then be 1/8 or 12.5%. However, product images and logo size are also taken into account. Enviro brand relevance is reduced when the featured products are from competitors' brands and the Enviro logo takes up a small amount of space in a large ad. This ad would receive a maximum credit of 5% related to Enviro.

☒ Enviro logo is correct.

☐ Enviro product not represented.

Tradeshows



- ☐ Photo does not indicate a tradeshow environment or display.
- ☐ Enviro prominence among other brands cannot be discerned.
- ☐ Enviro signage or other materials not visible.



- ☒ Full display visible in tradeshow environment.
- ☒ Enviro prominence among other brands can be evaluated.
- ☒ Enviro signage & products visible.



Co-op Advertising Program

Helpful Tips

POP Materials

The cost of approved POP materials (shirts, jackets, product guides or other promotional items) purchased through Enviro can also be included in co-op claim applications. The invoice from your order must be scanned and attached to the claim. As with other co-op advertising claims, Enviro may credit up to 50% of the total cost of your POP order.

There have also been instances in which a distributor or dealer ordered Enviro-branded clothing or other items locally, in which case Enviro may share the cost through a co-op credit claim, provided the claim has been pre-approved and meets certain requirements:

- The current Enviro brand logo must be visible on the outside of the item.
- Quote for the order must be provided to Enviro along with proof-of-concept artwork for pre-approval.
- Items are judged on brand promotion effectiveness during the pre-approval process, based on brand prominence, type of item and intended recipients.





Co-op Advertising Program

Helpful Tips

Tips on creating an effective Facebook or Instagram advertisement

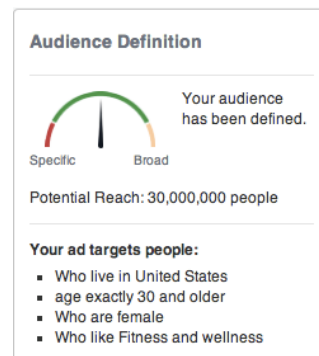
1. Use Facebook & Instagram's Targeting to Narrow Your Audience

Facebook has various features that allow you to target your ideal audience. Including age, gender, location, and interests. By using these features you can create a defined audience that will help you get your ad to your target audience. Once you have created your defined audience you can save it and use it for future advertisements.

Broad Audience



Defined Audience



2. Create a Call-to-Action

Define your intention with this advertisement before beginning the development process. A Call-to-Action is asking your customers to follow up with your advertisement. This could be asking the customer to visit your website, call your showroom, or emailing you for more information on a product. Facebook Ad Manager makes it easy to create a call to action on your ad by supplying various call to action buttons that can link to your website, email or phone number.

3. Define your ad placements

By defining your ad placements, you can decide which areas of Facebook or Instagram your ad appears. By default, Facebook Ad Manager automatically



Co-op Advertising Program

Helpful Tips



places your ads for you. However, there may be areas you do not find beneficial for connecting with your customers. We recommend placing your ad on both mobile and desktop devices. Remember that when you are placing your ads you may need to resize your images in Ad Manager to make sure that the photo works with all placements.

4. Write Engaging Copy

When writing your ad, ensure that the copy within the ad is engaging, eye-catching and works for the type of advertising format you are using (i.e. Facebook Post vs an Instagram Story)

Creating effective Google Search Advertisements

1. Write compelling, genuine ad copy

Craft messaging that focuses on user benefits.

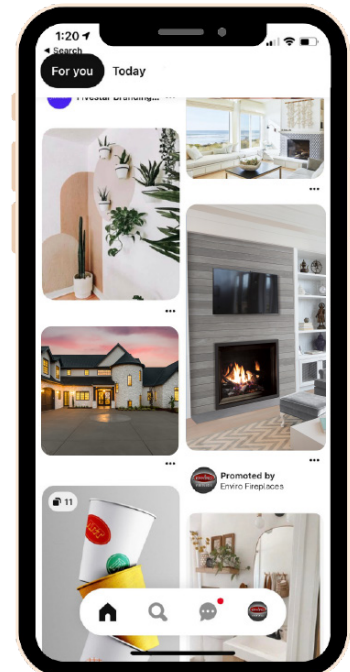
Why: Users respond to ads that speak to their needs.

Tie your creative messages to your keywords.

Why: Users tend to engage with ads that appear most relevant to their search.

Avoid generic language in your ads. Use specific calls to action.

Why: Generic calls to action often show decreased engagement with ads.





Co-op Advertising Program

Helpful Tips

Monitor ad strength for insights into how users may react to your ads.

Why: This metric is a valuable way to ensure you're delivering the right messages to the right users.

2. Create messaging that reflects your brand and the products and services you offer

Focus on your headlines.

Why: The content and quality of your headlines matter and will determine how well your ads perform.

Be mindful of your character limits.

Why: Longer headlines increase the clickable space of your search ads, but you might find that shorter headlines perform better for people already searching for your brand.

3. Set up your ads for success

Implement all ad extensions that make sense for your business, trying for at least three.

Why: Ads with multiple extensions often perform better than ads with only one extension. They add useful info for searchers and help your message get noticed.

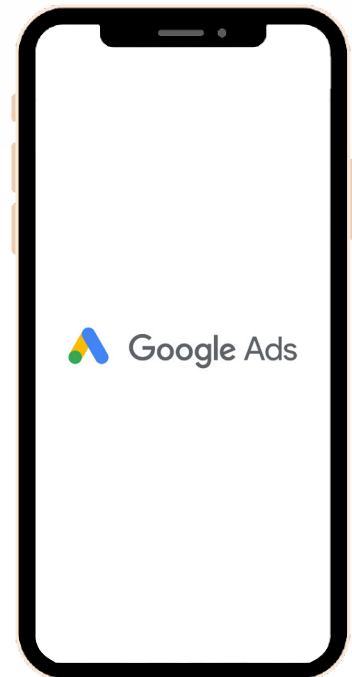
Use keyword insertion and ad customizers if you have a lot of ads to maintain.

Why: You can tailor your creative messages to a user's search while reducing your management overhead, including in your URL navigation fields.

4. Test and optimize creative messages

Test and iterate your ad text.

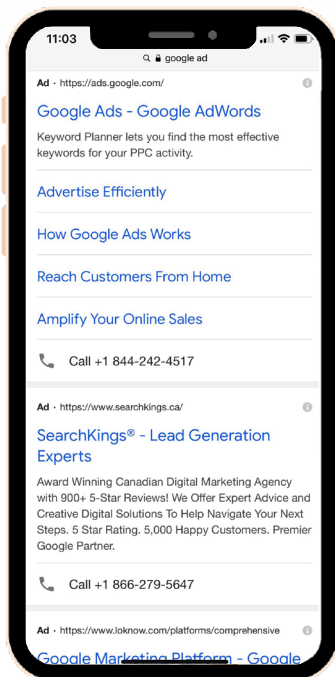
Why: You can learn about your users' preferences and improve your performance by honing ad text, especially your headlines.





Co-op Advertising Program

Helpful Tips



Google recommends adding one responsive search ad per ad group.

Why: Responsive search ads let you create an ad that adapts to show more text and more relevant messages to your customers, which may improve your campaign's performance.

Pick the right metrics to understand how your ads are performing.

Why: Many ad formats are about driving more impressions, clicks, and conversions. It's not just about an ad's clickthrough rate.

Focus your testing efforts on high-value campaigns.

Why: Prioritizing your testing efforts on the places that matter most will help you see the biggest improvements from testing.

Optimize your ad rotation to prefer the best performing ads.

Why: Ads optimized to drive clicks can improve your competitiveness in auctions.



CO-OP PROGRAM CLAIM FORM

DATE REC'D _____

Dealer Name: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Phone #: _____ Email: _____

Media Type: N-Newspaper
T-TV

R-Radio
F-Flyer

M-Magazine
Clothing

H-Home Show/Fair
Phonebook

Dealer Use Only

Media Type	Date of Run	Media Name	Cost \$

Distributor Use Only

Approved	% Of Run	Credit Issued

Co-op Advertising Application Requirements

- Co-op application forms must be submitted within 60 days of advertisement
- Include invoice for advertisement
- Attach sample advertisement with proof of date
- Print ads must contain the Enviro logo and photo of unit featured in the ad
- Radio ads must include a copy of the script
- TV ads must display the Enviro logo in a prominent matter
- Trade Show must display the Enviro logo in a prominent manner (photo of booth and list of products exhibited must be included)

Submit this form, copy of invoice, and required copy of ad to:



Empire Distributing
7406 Route 98, Arcade, NY 14009
promotions@empiredistributing.net



Employee Discount Program

50% Employee Discount

An employee from a retail store that has one of our units burning in his or her home is a far better sales person for our products. The sales person will gain confidence and knowledge about our product. Here is how the program works:

- Available to employees only.
- Only available to dealers who support the product.
- This Program is only available to the employees of Enviro-displaying dealers and at the discretion of their representative.
- A maximum of 1 Employee Discount is allowed per 10 units purchased in a calendar year (maximum of 1 Employee Discount unit is allowed every 4 years per employee).
- A maximum number of 2 Employee Discount units are allowed per dealer in a calendar year.
- Enviro/Empire will give a 50% discount on the dealer cost.
- Credit will be issued to the dealer to be used toward future purchases.

Employee Discount Program ~ Please complete this form **in full**.

Dealer:	_____	Date:	_____
Address:	_____	Prov/State:	_____
	_____	Postal Code:	_____
City:	_____	Fax:	(____)_____
Phone:	(____)_____	Email	_____
Employee Name:	_____	# of units purchased in the last calendar year:	_____
# of Enviro Burn Units on Display at Dealer:	_____	# of Enviro Static Units on Display at Dealer:	_____
Unit Requested:	_____	Serial #	_____
Option 1:	_____	Combined Cost:	_____
Option 2:	_____	50% Employee Discount:	_____
Option 3:	_____		
Distributor Representative	_____	Enviro Representative	_____

Submit this form, copy of invoice to:



Empire Distributing
7406 Route 98 | Arcade, NY 14009
promotions@empiredistributing.net