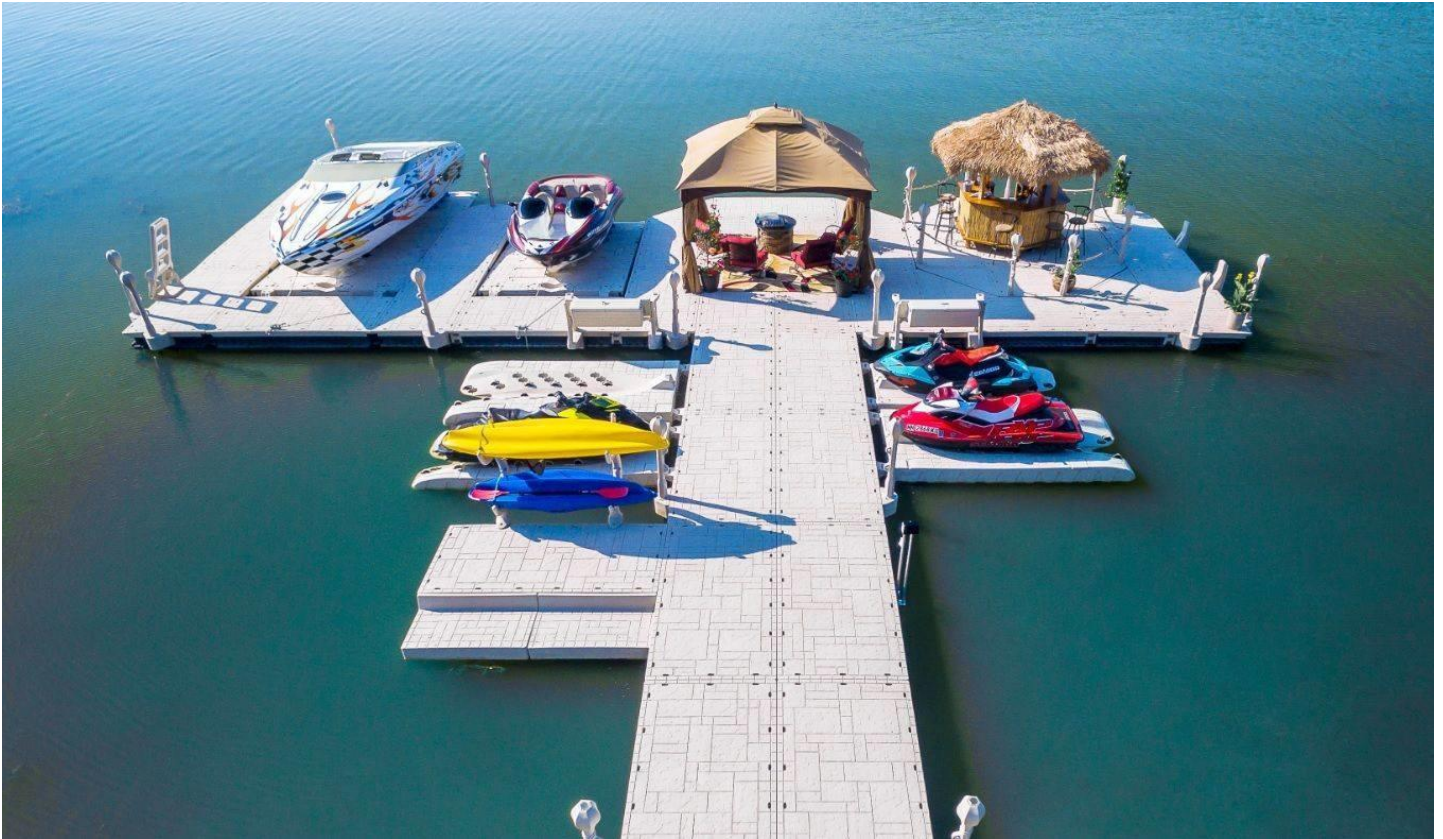




2022 Co-op Marketing

Program & Advertising Guidelines



Advertising for The Evolution

Thank you for being part of the Wave Armor Team! We want to share with you the 2022 Co-op program and benefits that are available to you. Your marketing and advertising are a direct reflection of who you are as our business partners. We are committed to providing uncompromising service and delivering the tools needed to grow your business and expand your customer base. Wave Armor is committed to being the most respected brand in the marketplace.



2022 CO-OP MARKETING PROGRAM

Highlights of the Wave Armor Co-op Marketing Program

Our Co-op program is designed to benefit our distributors and dealers and is intended to drive your marketing efforts to new heights. With our vision of offering the highest levels of quality and customer service, Wave Armor is here to support you in bringing this message to the customer.

We look forward to working with you and providing all the tools and resources to elevate your marketing success at all levels.

The Competitive Wave

- **Best in class innovation** – Continuous development of new truly unique products and accessories
- **Unmatched quality** – Made in the USA. Roto-molded & Foam Filled. Wave Armor docks and ports are the most durable and unsinkable floating docking systems in the industry
- **Most aesthetically pleasing dock** - Molded flagstone texture, multi-colored Pebble Beach finish, and patented hidden H-Beam connectivity make it the most beautiful dock on the market
- **Ultimate customization** – Wave Armor Docking systems are modular accommodating any dock design and provide the widest variety of accessories to turn docks into true outdoor living spaces
- **Best in class warranty:**
 - 10 year residential warranty on docks, 8 year residential warranty on ports
 - 3 year commercial warranty on docks and ports
- **Preparing you for success -**
 - Best in Class Sales, Marketing and Customer Service team for you and your customers
 - The Wave Armor team is always available and can provide you the tools, training, and resources necessary to be successful
- **Telling our story** – We are continuously building Wave Armor brand awareness and providing our distributors and dealers with tools to connect with new customers. Distributors and Dealers have access to:
 - Content – New articles consistently produced on Wave Armor products, info, tips, features and benefits for distributors and dealers to use socially, in email newsletters, website and in-store
 - New lifestyle & product images added annually to showcase Wave Armor products, and to keep your marketing assets fresh and up-to-date
 - Library of videos to use as needed, with new videos added annually
 - Sales support materials – catalogs, sell sheets
 - Dealer kits – full of logo wear and promo items



2022 CO-OP MARKETING PROGRAM

*** Good Customer Review Program for 2022 ***

Wave Armor's goal is to populate our website and google reviews with positive messages about our products and dealers. This is some of the best advertising you can get as a dealer. Reading about real people and how happy they are with their Wave Armor products is extremely valuable in today's fast paced online world!

For 2022 when one of your customers places a review that is positive and notifies you, the dealer, they will get a free hat or visor and a mystery gift. As an added bonus, they will have their name added into a drawing for \$1,000 in Wave Armor Cash to be used towards any Wave Armor purchase at your dealership. The drawing will be held on July 6th 2022.

The dealer that sold the product will get one point per review. The Dealer with the most points between November 1, 2021 and July 1, 2022 will win a FREE SLX 6 PORT. To receive credit, take a screenshot of the good review on google and send it to Wave Armor Customer Service at customerservice@wavearmor.com. Include the customer's name and shipping address so we can ship them their free stuff. We will keep track of the reviews and what dealer they came from.

Let's encourage our customers to put their positive reviews online and pick up some free merchandise in the process!

Thank you for participating in this program, we appreciate your partnership with Wave Armor!

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DISCLAIMER

- ~ **Right to Deny Any Claim**
- ~ **Right to Change this Co-op Program**
- ~ **Interpretation of Any Claim**
- ~ **Submission of Falsified or Fraudulent Claims**



2022 CO-OP MARKETING PROGRAM

ADVERTISING GUIDELINES

QUALIFYING FOR CO-OP:

- The qualifying distributor or dealer must be in good standing with Wave Armor LLC and the Territory Sales Manager that is responsible for the territory.
- Advertise, market, and have the ability to sell multiple lines of Wave Armor products. Any single line dealer will need to have written consent from Wave Armor LLC to receive co-op upon any single product.
- Represent and promote Wave Armor products on a dedicated area of your website, for which we will provide you with the product images and specifications to achieve this.
- Advertise Wave Armor products following our MSRP and off-season Minimum Advertised Price (MAP) structure. If you have any questions, please contact your Territory Manager before putting anything online.
- Display POP Material and brochures prominently in the Dealer's showroom or office. (Dependent upon space)
- Display Wave Armor product in the showroom or lot as applicable. (Dependent upon space)
- Follow Wave Armor Wave branding guidelines and brand requirements all logo and brand use, including all marketing materials (Any digital or printed materials that are not created by Wave Armor must have approval from a Wave Armor's representative prior to distribution).

CO-OP ACCRUAL AND REIMBURSEMENT:

PERIOD: October 1, 2021 through September 30, 2022 (Annual Program Period)

FOR PURPOSES OF CO-OP ACCRUAL

- Co-op funds will be accrued on all Wave Armor Products purchased directly from Wave Armor LLC during the previous Product Year.
- Co-op funds will be calculated as a percentage of the total annual dollar value of purchases minus any outstanding or unpaid funds as determined by the accounting department.
- Special Promotions, seasonal promotions, blowouts, demo products and any closeout/discontinued products may or may not qualify for Co-op funds. It will be at the discretion of Wave Armor LLC on these products.

CO-OP CLAIM SUBMITTAL:

- All Co-op claims will be emailed directly to customerservice@wavearmor.com
- **All claims should be submitted for pre-approval before the event and/or advertising start date (ASD).**
- Claims that are not submitted for pre-approval can be submitted within 60 days after the ASD and must include documentation (Co-op Advertising Claim Form) and proof (pictures or receipts).
- All claims submitted (including after 60 days of ASD) are subject to review for acceptance or denial (with explanation) on a case by case basis.

CO-OP REIMBURSEMENT:

- Distributors will receive Co-op reimbursement as account credit (credit memo) that can be used towards the purchase of Wave Armor products. No checks will be sent directly to Distributors or vendors.
- Approved claims will be reimbursed at 50% of the qualifying advertising cost and will be subject to the advertising requirements and available Co-op accrual balance.
- All approved reimbursement funds will be applied to the account balance within 60 days of approval.

CO-OP CLAIMS STATUS AND BALANCES:

- Initial Co-op balances will be emailed to the primary contact on file at the beginning of the Annual Program Period.
- All claims status and balance inquiries can be made through the Territory Sales Manager or by sending a "Co-op Status Inquiry" with the Distributor information to customerservice@wavearmor.com



2022 CO-OP MARKETING PROGRAM

PROGRAM DATES AND SUBMISSION DEADLINES:

PERIOD: October 1, 2021 through September 30, 2022 (Annual Program Period)

SUBMISSION DEADLINES:

- All Co-op claims will be submitted directly to customerservice@wavearmor.com no later than September 30th of the prior Annual Program Period.
- No claims submitted after the end of the Annual Program Period will be reviewed for Co-op utilizing existing funds.

IMPORTANT INFORMATION:

- Co-op Claims submitted to an account that has insufficient funds will be placed on hold for further status review and/or to determine if partial payment will be accepted for reimbursement.
- A Co-op Claim Form will be submitted with each advertising opportunity for review. Please do not apply more than one request per form.
- Any unused or un-submitted (not pending approval) Co-op funds will be forfeited at the end of the Annual Program Period. There will be no funds rolled over to another Annual Program Period.
- Any claims that do not meet the requirements for approval will be denied with explanation. Any claims missing documentation can be resubmitted for status review.
- LOGO Requirements: A Wave Armor Logo must be present on all forms of advertising or at all events that are submitted for Co-op status review.
 - o Shows, Expo's and Events will require Wave Armor banners/signs and products be present for co-op.
 - o All advertising media such as TV, print, billboard and digital will require that the Wave Armor logo and name be a prominent portion of the ad and non-competing.
 - o All advertising media such as TV, print, billboard and digital that represents multiple products other than Wave Armor will not be considered for co-op.
- Website setup fees and maintenance costs are not eligible for co-op reimbursement.
- Competitive products are not acceptable. Ads mentioning a competitive product in the text of the ad or displaying competitive products will be denied regardless of whether or not the business carries a corresponding product line. This includes, but not limited to Docks, Ports, Rafts, Universal Products, Dock wheels and Coolers.
- Creative development, art, talent, photography, travel, lodging, web site development, live or remote radio or television broadcasts, agency fees, production costs, labor charges, taxes, rentals, operating costs, shipping, handling, photo charges and commissions do not qualify for co-op.

ADVERTISING AND MARKETING RESOURCES:

- Please refer to your Dealer Handbook to review all "Advertising and Marketing Assets".
- Wave Armor Dealers have access to the Google Drive to get additional digital assets to use for Marketing. If you need email Customer Service at customerservice@wavearmor.com.

MSRP, OFF-SEASON MINIMUM ADVERTISED PRICE (MAP) PROGRAM:

All advertising will follow the Wave Armor MSRP and off-season MAP Program as offered in the Wave Armor Distributor or Dealer Handbook for PY2022. Any co-op claim submitted with an advertised price or described value shall be reviewed for MSRP and off-season MAP Program participation and compliance.



2022 CO-OP MARKETING PROGRAM

QUALIFIED ADVERTISING

PRINT MEDIA:

- Newspaper, Magazines, Direct Mail
- Wave Armor product and Wave Armor logo must be a prominent part of the message with the Wave Armor logo size comparable to the distributor or dealer name
- There must be at least one clear picture of a Wave Armor product
- Text must include appropriate description of features, benefits and/or the lifestyle that Wave Armor products represent if text is used

Submit:

- o Completed Co-op Advertising Claim Form
- o Original full-page tear sheet from each publication date (showing name and date of publication), or affidavit of performance notarized with one copy of an original full-page tear sheet
- o Invoice for each ad or receipts for direct mail printing and postage. (Invoices listing many different advertisements should have the Wave Armor ads clearly marked)
- o Full invoice showing net cost, less any discounts (statements are not acceptable). Agency fees, commission, and photography fees are not eligible.

DIGITAL ADVERTISING (SEO PROGRAMS, SOCIAL MEDIA):

- *The following media types are eligible for co-op reimbursement ONLY IF THE CAMPAIGNS ARE PRE-APPROVED by the Wave Armor social media department

SEARCH ENGINE OPTIMIZATION (SEO PROGRAMS):

It is generally a best practice when setting the parameters of your campaign to limit your geographic area. This will help you get the best cost and the best return on your campaign. The display URL (the web address that shows in your ad) cannot feature a competitor name. If your website URL has a competitor name within it, you should consider purchasing a co-op approved URL that you can use in advertising that redirects to your main site. Landing pages for ads should be specific and relevant to each ad. The example of “Wave Armor is the most innovative floating dock brand in the world” is specific to the product and the message that we use to engage with customers.

- **Best** – no competitor information at all, only Wave Armor.
- **Acceptable** – competitor logo in website header as part of the distributor or dealer name and/or lines carried by the distributor or dealer, but no mention of competitive product or logos elsewhere on the page.
- **Not approved** – competitor logo anywhere on the Wave Armor landing page of your website that links to another page or any page featuring a competitor’s brands or product.
- When you have planned out all of the above, submit to Wave Armor social media department for co-op pre-approval and include the following:
 - o Copy of each ad
 - o Screen shot of landing page for each ad
- After receiving co-op approval or making changes necessary to meet co-op approval, take your campaign live.
- **Example campaign report for Google AdWords that serves as the third party/vendor invoice or receipt required for filing your co-op claim**
 - o A report showing destination/landing page URL.
 - o Traffic via click per word or link



2022 CO-OP MARKETING PROGRAM

- Tools and Analysis tab within Google AdWords.
- Separate keywords report if they are not included on the invoice/receipt.
- Destination/landing page URL report.
- Copy of pre-approval from the Wave Armor.

Submit:

- Completed Co-op Advertising Claim Form
- Invoice for each ad or receipts for direct Social Media company (i.e., Facebook, Twitter, Instagram)
- Invoice/receipt/report must show the campaign dates, amount spent, and campaign reach (impressions and/or clicks).

SOCIAL MEDIA ADVERTISING (FACEBOOK, INSTAGRAM, TWITTER, ETC.)

- With Facebook ads, your advertising is best suited when it is targeted towards Facebook users that are commonly interactive with products descriptive of a lifestyle activity. The most common and relevant ads for Wave Armor distributors or dealers are:
 - **Page Likes** – Builds likes for your distributor or dealer Facebook page
 - **Clicks to Website** – Drives traffic to your distributor or dealer website
 - **Event Responses** – Promotes and encourages attendance at upcoming events (open houses, demos, etc.)
 - **Offer Claims** – Drives traffic into your store with incentive offers to customers
- You can create custom ads for any ad type, but **MUST** submit them to Wave Armor for pre-approval before beginning your campaign. Facebook ad image sizes and text length will vary somewhat depending on the type of ad you run, but the most common is 1200x450 pixels with 90 characters of text.
- Twitter ads are limited to 140 characters including any links within your post. Custom ads must follow current Wave Armor Co-op guidelines.
- For pre-approval, you will need to submit the Ad Image (for Facebook and Instagram) and Ad Text (Facebook or Twitter) you wish to run. When setting up your ads, make sure that they link directly to the most relevant landing page for your ad type. Page Like ads will go to your Facebook page; event ads should link to an event you have created and Clicks to Website ads should go to a relevant page on your website.

Submit:

- Completed Co-op Advertising Claim Form.
- Third party/vendor invoice or receipt for the media buy.
- Invoice/receipt/report must show the campaign dates, amount spent and campaign reach (impressions)

RADIO AND TELEVISION:

- Radio: Wave Armor must be the prominent part of the message with Wave Armor mentioned at least twice in a 30 second spot or three times in a 60 second spot.
- Television: Wave Armor must be mentioned at least once in a 30 second or twice in a 60 second spot. The Wave Armor Logo with must be superimposed on the screen or shown in the visuals. Ads must include the appropriate explanation of the features and benefits for the product being advertised.
- Co-op reimbursement can be used for TV or radio space only. Production costs will not be reimbursed.

Submit:

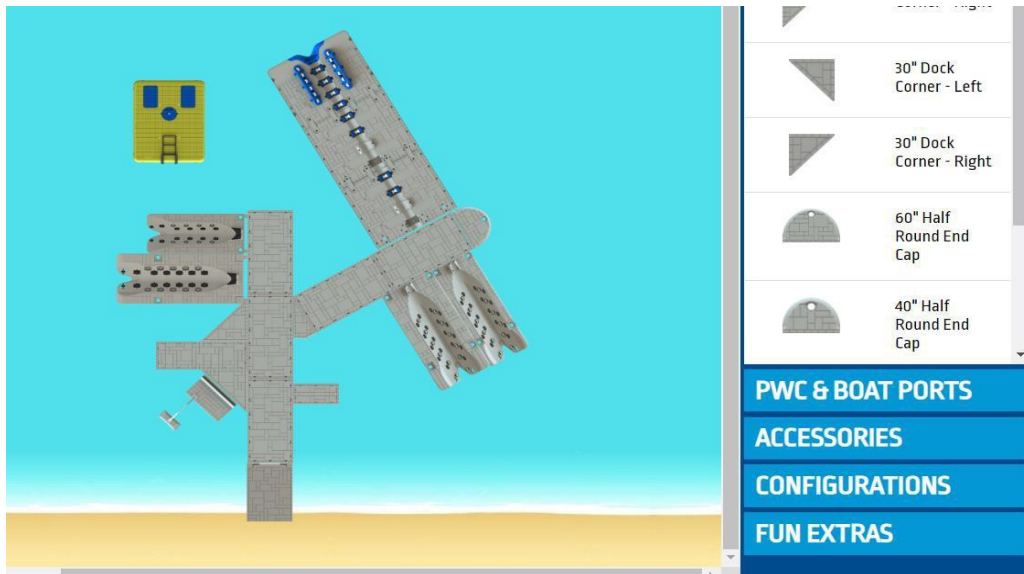
- Completed Co-op Advertising Claim Form.
- Digital copy of ad. Original notarized script for each advertisement, including the audio and visual portions of the script including any superimposed items such as the Wave Armor logo.
- Video tapes, CD's and DVD's will not be accepted.
- List of intended market reach (gender, age, geographical area, etc.)
- Invoices for each ad. (Invoices listing many different advertisements should have the Wave Armor ads clearly marked.) Invoice needs to show net cost of time, including any discounts and agency fees.

SHOWS, EXPO'S AND EVENTS:

- Wave Armor will pay up to 50% of the exhibit space, plus rented flooring/carpeting, dedicated to Wave Armor, up to the maximum reimbursement of \$4000 per occasion as shown below.
- Display area must be for Wave Armor products. Accessories can be displayed but cannot make up the entire booth space.
- Set-up, dismantling and operating costs **do not** qualify for co-op. (Ex.: electrical, freight, labor, rentals, etc.)
- Consumer show reimbursement will be determined based on the "Display Reimbursement Schedule" below.
 - o Carpet can be included in the booth co-op reimbursement

Submit:

- o Completed co-op advertising claim form.
- o Copy of contract, invoice, bill, receipt or copy of cancelled check showing proof of payment and/or amount owed. Contract is not proof of payment.
- o Photographs of your entire booth, including all competitive products displayed in it.
- o Detailed diagram of your booth space with all display items clearly labeled
- o "Dock Builder" is available at www.wavearmor.com and can be used to setup a booth display diagram. See example below.



- Partial credit can be given if the accrued or remaining funds are insufficient to cover the full amount requested. distributor or dealer cannot roll expenses or funds from one program year to another.
- If pictures are lost or not clear, claims must be submitted for review by a Territory Sales Manager, verifying that the display is correct.
- DISPLAY REIMBURSEMENT SCHEDULE:
 - o Booths with 100% Wave Armor product will qualify for 50% reimbursement with a maximum of **\$4000** per occasion.
 - Ex., 400 Sq. Ft. Booth space costs \$4500, Wave Armor occupies 400 Sq. Ft, and Carpet cost is \$1000. Reimbursement = **\$2750**
 - Ex., 400 Sq. Ft. Booth space costs \$4500, Wave Armor occupies 200 Sq. Ft, and Carpet cost is \$1000. Reimbursement = **\$1375**
 - o Additional bonus Co-op fund reimbursement can be pre-approved for common area, main isle or special opportunity presentations of Wave Armor product with a Maximum of \$750. *PRE-APPROVAL REQUIRED
 - Ex., Genesis G20 highlighted in the "Main Lobby" with signage and flags surrounding product. "Special Opportunity" Booth space costs \$1250, Reimbursement = \$625



2022 CO-OP MARKETING PROGRAM

APPAREL, BANNERS AND MISC. ITEMS (WAVE ARMOR BRANDED):

- Please refer to your Distributor Handbook and view the “Marketing Resources Order Form”
- Apparel items (incl. keychains, trade show banners) will qualify for 50% reimbursement of the total purchase price.
- Apparel, banners and misc. items are not to be resold in any capacity when purchased under this co-op program.

Maximum Reimbursements

- Distributor maximum reimbursement:
 - Apparel - \$700 per year.
 - Banners and Signage - **\$2000**

TRADE SHOW BANNERS

- Here's a great resource for affordable tradeshow banners that come in 10 or 20 ft widths, flat or serpentine shapes.

<u>Product</u>	<u>Pricing</u>	<u>Artwork Ends In</u>
20'X8' FLAT TRU-FIT 3.0	\$1200-\$2000	FTF3-20x8F

LINK: <https://www.aceexhibits.com/tru-fit-3-0-20ft-flat-tension-fabric-display.html>

10'X8' SERPENTINE TRU-FIT 3.0	\$600-\$1200	FTF3-10x8S
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LINK: <https://www.aceexhibits.com/tru-fit-3-0-10ft-serpentine-tension-fabric-display.html>

10'X8' FLAT TRU-FIT 3.0	\$600-\$1200	FTF3-10x8F
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LINK: <https://www.aceexhibits.com/tru-fit-3-0-10ft-flat-tension-fabric-display.html>

CLASSIFIED ADVERTISING

- Wave Armor product must be the only item mentioned.
- The Wave Armor logo must appear in the ad or alternatively, the word “Wave Armor” must be shown in bold letters.
- Any pictures used must represent Wave Armor products with the highest level of quality and detail possible.

Submit:

- Completed co-op advertising claim form.
- Original full-page tear sheet from each publication date (showing name and date of publication), or affidavit of performance notarized with one copy of an original full-page tear sheet.
- Invoice for each ad with the ad clearly marked, or notarized proof of publication. (Invoices listing multiple different ads should have the Wave Armor ads clearly outlined.)

PROMOTIONAL PROGRAMS AND PRODUCTS (GIVEAWAYS):

**** MUST BE PRE-APPROVED BY A TERRITORY SALES MANAGER OR WAVE ARMOR CORPORATE OFFICE ****

- Giveaway unit must be part of an advertising promotion.
- Giveaway cannot be tied to the purchase of any product other than Wave Armor without approval from a Territory Sales Manager.
- Coolers, cups, hats, limited edition, non-standard or custom ordered items etc. are eligible for co-op. Promotional giveaway must be imprinted with the Wave Armor Logo. These items are for advertising and give-away purposes only and **cannot** be sold or used as retail items. Items must be purchased directly from Wave Armor.



2022 CO-OP MARKETING PROGRAM

DISCLAIMER

Right to Deny Any Claim

- Wave Armor reserves the right to deny any claim for reimbursement that could be considered offensive, unpleasant, or inappropriate in any way and for any reason.
- *Any items purchased from **third party vendors** must contain an approved Wave Armor logo and must be pre- approved.*

Right to Change this Co-op Program

- Wave Armor reserves the right to change this program at any time with or without notice to the distributor.

Interpretation of Any Claim

- Wave Armor reserves the right to interpret any advertising and/or claim for co-op reimbursement at its sole discretion. Any interpretation will be considered final.

Submission of Falsified or Fraudulent Claims

- Wave Armor reserves the right to retract co-op funds if the marketing opportunity is found to be fraudulent or falsified in any way. The Distributor account will then be audited and any existing funds will be suspended until further review.