* Franchisee’s/Manager’s are to first contact their Franchise Support Rep. in regards to Co-op advertising.
* Franchise Support Rep. will say “yes” or “no” depending on time of year, how much in Co-op funds the store has available, are they promoting “Sangster’s” products, is it a good advertising opportunity to explore.

Before giving a “yes” or “no” the following questions and will need to be asked.

* What Sangster’s products are you promoting? If not promoting a Sangster’s brand product then co-op can not be authorized.
* Items that are **not** in the Co-op program for example are; mugs, pens, calendars, water bottles, t-shirts, pylon signage and sponsorship.
* How much is the total cost of the ad/promotion you are proposing to run? (Newspaper/radio ad, mailer, Social Media). Is the price fair for the type of ad/promotion? If the co-op amount exceeds what is available in co-op funds, no co-op can be authorized. When are you planning this ad/promo? (Co-op cannot be given during a major flyer sale/promo **unless** the flyer/promo event package stipulates it can)
* What are you expecting as a return on this ad/promo? Is this a financially smart idea?
* Once approved, a **“Co-op Advertising Agreement”** shall be drawn up by the Franchise Support Rep. with all info entered. Fax or email to Franchisee/Manager to sign and return. Corporate stores will use **“Corporate Co-op Advertising Agreement”** form. These forms are found on the commons, Co-op forms. Forward the signed Agreement to Beth, to be put on file, give a copy to Marketing, to show approval.
* If Co-op funds are not being used or the Franchisee has none **“Co-op Advertising Agreement”** is not required and request can be sent directly to Marketing indicating **No Co-op**. The Franchisee would only be required to fill out the **“Co-op Advertising Information Form”** for Marketing.
* Franchisee/Manager will fill out required form for Marketing, **“Co-op Advertising Information** **Form”**. Marketing will work with the Franchisee/Manager in regards to building the ad if that is required and will further “OK” the ad before sending to Media Company.
* When the store is invoiced and invoice has been paid by Franchisee, they may then send into their Franchise Support Rep. along with “actual” print ad and post mortem results of promo/ad.
* Franchise Support Rep. will fill out the **“Co-op Credit Form”**, attaching copy of approved coop agreement, paid invoice copy and copy of ad.
* Send the above to Beth, for approval and to submit to Accounting for processing, with all required paperwork attached.
* Hard copy will be filed in respective store file at Head Office as well as on the commons.
* Once credit note has been prepared, the Rep is to deduct the total amount (excluding GST) from that store’s Co-op log file, found in the common drive: G\Inter-office\Individual folders\A. Sales\Coop Advertising\Co-op program log.
* Unused Co-op funds **cannot** be carried over into the next year. New amounts are provided at the start of each fiscal year.
* Co-op dollars are calculated based on 1% of previous years paid purchases of Sangster’s Brand Products with Restore Holdings. New stores are given a set amount of $500.00 for year one.