**Steps to receiving Co-op Funds:**

1. The Franchisee is to complete the ground work as to how much your ad will cost, what type of media & dates you want it to run? An estimated cost is required.
2. Is your ad promoting **Sangster’s brand products** from **102064495 SASKATCHEWAN INC**.? Advertising **must** promote **Sangster’s brand products.**
3. Contact your Franchise Support Rep. and ask how much they are willing to co-op and if you have funds available, typically 50%. All requests should be submitted at least 2 weeks in advance, if possible.
4. Franchise Support Rep will then type up the **“Co-op Advertising** **Agreement”** and fax or email to Franchisee for signature.
5. Upon agreement with the terms of the **“Co-op Advertising Agreement”** sign and return to your Franchise Support Rep.
6. The Marketing form **“Co-op Advertising Information Form”** is required, fill in all the particulars in regards to your ad, and send this form to Marketing. Consult with Marketing in regards to the ad or to proof any ad from the media company.
7. Once you receive your invoice from your media company and you have paid the bill, forward all paperwork to your Franchise Support Rep. along with the actual copy of the ad and post mortem of the ad results.
8. Once Head Office receives the proper documents, your store will be credited for the amount agreed upon in the **“Co-op Funds Agreement”.**
9. Verbal agreements are not acceptable. If there is no proof of a written and signed **“Co-op Funds Agreement”**, you will not receive credit to your Restore Holdings account. All requests require prior written approval.
10. Unused **Co-op Funds** **cannot** be carried over into the next year – **no exceptions.** New amounts are provided at the start of each fiscal year.

**Benefits of Co-op Fund Advertising:**

* This system promotes and rewards Sangster Brand Sales. The **more Sangster’s Brand Products** you purchase and pay for from **102064495 SASKATCHEWAN INC.** in one fiscal year, the **more** Co-op advertising funds will be available to your store.
* Annual **Co-op Funds** are based on 1% of **102064495 SASKATCHEWAN** **INC.** paid purchases from January 1 to December 31 in the previous fiscal year. This is what will make up your **Co-op Funds** for the year.
* Designed to assist Sangster’s locations to promote and sell **Sangster’s Brand Products**, improve customer awareness and increase the overall volume of business.
* Promoted through print advertising, TV, radio ads, social media and direct mailers.
* Funds offered via co-op have one restriction; **Co-op Funds *may only advertise Sangster’s Brand Products***.
* **Co-op Funds cannot** include mugs, pens, calendars, t-shirts, pylon signs etc.
* All **Co-op Funds** must have written approval in advance by Head Office, so get your request in as early as possible.
* Unused **Co-op Funds cannot** be carried over into the next year – **no** **exceptions.** New amounts are provided at the start of each fiscal year.