

\*Parent Number: \_\_\_\_\_ \*Sold to Customer Number: \_\_\_\_\_

\*Dealer Name: \_\_\_\_\_

\*Contact Name: \_\_\_\_\_  
(First, Last)

\*Street Address: \_\_\_\_\_

\*City: \_\_\_\_\_

\*State: \_\_\_\_\_ \*Zip Code: \_\_\_\_\_

\* Denotes Required Fields

# PURINA®

## 2016 BUSINESS BUILDER

### SELLING SUPPORT PROGRAM REIMBURSEMENT - Event & Marketing

## 1. Select Your Events

Submit receipts for Event or Marketing Promotions held. Examples of expenses: newspaper ad, circulars, direct mail promotions, broadcast media advertising, in-store product flyers or other materials used for Events or Marketing Promotions.

Select events:

☐ HOW® Horse Owners Workshop

☐ Great Starts

☐ Chick Days

☐ Summer Horse Feeding Trial Event

☐ FLOCK-TOBER™

☐ C.O.W. Cattle Owners Workshop™

☐ Customer Appreciation Event

☐ Farm/Ranch Selling Events (Up to \$750)

☐ Other \_\_\_\_\_

☐ Other \_\_\_\_\_

☐ Other \_\_\_\_\_

Total Amount Spent: \$ \_\_\_\_\_

50/50 Amount Requested: \$ \_\_\_\_\_

All Event and Marketing Selling Support Funds are matching funds... 50/50 funds. Dealer must spend a matching amount to what is claimed. (Example: \$100 travel expenditure equals a \$50 selling support claim.) Claims will be reimbursed (up to the Selling Support Funds available in your account).

More details can be found in the Semester brochure!

### PLEASE COMPLETE THIS FORM IN ITS ENTIRETY.

Each Location must complete one form. Reimbursement will come in the form of a credit to your account.

**INSTRUCTIONS:** Dealer and Sales Specialist complete this form and send to the Area Sales Office for Area Sales Manager approval. Area Sales office check receipts against amount requested. FORM MUST BE SIGNED BY AREA SALES MANAGER. For credit reimbursement, COMPLETED FORM AND SUPPORTING DOCUMENTS should be sent to:

**MAIL:** Purina Animal Nutrition LLC  
P.O. Box 66812  
St. Louis, MO 63166  
ATTN: Nancy Mogelnicki

**FAX:** (651) 234-8493  
ATTN: Nancy Mogelnicki

\_\_\_\_\_  
Today's Date

\_\_\_\_\_  
Dealer's Authorized Signature

\_\_\_\_\_  
Purina Animal Nutrition LLC Sales Specialist Signature

\_\_\_\_\_  
Purina Animal Nutrition LLC Area Sales Manager Signature