**CO-MARKETING FUNDS PROGRAM**

**\* PLEASE DELETE THE INSTRUCTIONS PRIOR TO SHARING WITH RETAILER \***

Instructions:

1) Thoroughly read the Co-marketing Funds Program agreement

2) Fill out all the 'Mandatory Fields' sections with the appropriate details if the program is above your specific region's threshold (e.g. NA is >= $250k)

3) Share this agreement with retailer

4) Upload this agreement to SFDC to submit funding request

For any questions or concerns, reach out to your PEM lead.

**Introduction**

Meta’s Co-Marketing Funds Program is designed to enhance the sales of Meta products in the retail environment. As part of this program, Meta will provide certain marketing funds to you. This program letter outlines the details of the arrangement and Meta’s commitment to supporting your success.

**Mandatory Fields** [Action Required – Populate areas in red to reflect your program]

* **Program Name:** *[Name]*
* **Start Date:** *[MM-DD-YYYY]*
* **End Date:** *[MM-DD-YYYY]*
* **Retail Partner:** *[Name]*
* **Funds:** *[Co-Marketing $ committed]*
* **Co-Marketing ID for Claims:** *[CM-XXXXXX]*
* **Meta POC:** *[Name & Email]*
* **Retailer POC:** *[Name & Email]*
* **Program Details/ Activities:** *[Overview of campaign. Example: Spring / Summer campaign for # print ads featuring x product.]*
* **Goal:** *[Goal set with retailer related to performance based on co-marketing spend. Example: sell x number of units, achieve x number of impressions, ROAS, etc.]*
* **Agreed upon Proof of Performance:** *[Select options below that are applicable to the program; delete those not relevant]*
  + Ad spend
  + Attributed Sales
    - Ad Sales
    - Ad Unit Sold
  + Traffic
    - Ad Impression
    - Ad Clicks
    - Ad CTR
  + Spend Efficiency
    - CPC
    - CPA
    - ROAS
  + Incrementality
* **Product(s):** *[Select options below that are applicable to the program]*
  + Product Line: *[Example: Metaverse or Wearables]*
  + Primary Product: *[Example: Quest 2, Quest 3, Quest 3S, Quest Pro, Ray-Ban Meta or N/A]*
  + Secondary Product: *[Example: Quest 2, Quest 3, Quest 3S, Quest Pro, Ray-Ban Meta or N/A]*
  + *T*ertiary Product: *[Example: Quest 2, Quest 3, Quest 3S, Quest Pro, Ray-Ban Meta or N/A]*

**Additional Information**

Reminders -

* Creation and Approval: Please note that review of retailer-developed materials typically takes three (3) business days.
* Unreleased products are subject to the Release Date Program Policy. Disclosure of details about the product and any marketing prior to the release date are only permitted to the extent set forth in the terms in the Release Date Program Policy.
* All marketing, advertising, and promotion of the products are subject to Meta’s brand guidelines.
* In the US and Canada, Meta products may be subject to Meta's unilateral Minimum Advertised Price Policy (MAP Policy).

Fund Requests - You shall file all proof of performance during the Term in only one request, submitted to Meta no later than thirty (30) days after the end of Meta’s fiscal quarter following the completion of the Activities. Meta will not honor any Fund requests made after such date. Claims should be e-mailed to [**claims@meta.com**](mailto:utl-claims@meta.com) with the following information: Reference Number, Promotion Name, and proof of performance.

Release of Funds - Upon Meta’s approval of a Fund request, Meta shall release funds in your favor for an amount equal to the corresponding Fund. Irrespective of terms to the contrary in the underlying sales agreement between the parties, you shall not be allowed to deduct the amount of the Funds from amounts you owe Meta without Meta’s written authorization.

This Program is applicable only to direct-to-consumer sales. Any business or enterprise sales will be excluded from this Program.

This program is otherwise subject to the terms of your authorized retailer agreement with Meta Platforms Technologies, LLC.