



Cooperative Advertising Policy – SEQ Dealers

Version 3 SEQ Dealers

Policy current as at 1 1 April 2024

Overview

Prowler Proof's cooperative advertising policy works in association with Prowler Proof's own brand awareness advertising, and is a great way to boost your lead generation and increase awareness of your business.

Cooperative advertising is a cost-sharing arrangement between Prowler Proof and your business, where Prowler Proof pays a part of your advertising/promotion cost in exchange for featuring our brand and/or products in your advertisement, for the purpose of generating more leads and brand awareness.

Co-op advertising can offer many benefits to you and your business, including:

- Reducing the cost of your current advertising,
- Allowing you to advertise more frequently,
- Allowing you to experiment with new media for advertising,
- Allowing you to benefit from using our professionally designed templates,
- Giving you more exposure to a bigger audience, and
- Most importantly, it can help increase leads and expand your customer base.

The entitlement for cooperative advertising is controlled by a defined set of requirements. At all times, Prowler Proof retains the right to have the final decision on what activity receives cooperative advertising support.

Who can claim

To be entitled to apply for cooperative advertising support, you must be a certified dealer or dealer transitioning to certified status.

Dealers who are part of a Prowler Proof LAMs program cannot also claim cooperative advertising support.

What can you claim for

Prowler Proof commits a large amount of our annual budget to above and below the line advertising in South East Queensland, to build our brand awareness in the area and generate leads for all of our dealers featured on our Get a Quote. Because of this advertising, the items claimable via this policy for dealers in South East Queensland is limited to:

- Local newspaper advertising
- Local sporting club/association sponsorships that offer advertising exposure to members or the public
- Illuminated street signs
- Branded merchandise not available from Prowler Proof
- Letterbox drops
- Showrooms
- Business vehicle wraps
- Premise signage

<https://prowlerproof.sharepoint.com/sites/HR/Policies/Cooperative Advertising Policy - SEQ Dealers.docx>



If you have any advertising or promotion you are looking to do that is not listed above, please contact your BDM to discuss the opportunity to access cooperative advertising funding.

What you cannot claim for

While it is important to have professional tools for use within your business, and branding on these tools can help improve the end consumer's overall impression of your business, some items are not eligible for cooperative advertising support. These items include:

- New website development,
- TV, digital TV or radio advertising,
- Digital advertising including social media advertising or SEM,
- Business stationery such as quote books and business cards,
- Work uniforms, and
- Any branded merchandise available for ordering from Prowler Proof, ie Branded polo shirts

Advertisement requirements

To be eligible to claim on this policy, your advertising must use the defined Prowler Proof templates. To view available templates, please contact your BDM.

The Prowler Proof logo is still available for use within your own advertising designs, but the logo should be used in line with our Brand Identity Guidelines, and no cooperative advertising funding will be paid for this advertising.

Annual allowance

Total cooperative advertising support will not:

- Exceed 3% of the previous financial year's Prowler Proof spend, to a maximum of \$10,000 in any financial year, and/or
- Equal more than 30% of the total value of invoices submitted for support.

Claiming

To submit a claim for cooperative advertising support, you must:

- Ensure you meet the eligibility criteria defined in the 'Who can claim' section
- Contact your BDM to have your artwork designed in our template. Submit details of what you intend to claim for, prior to proceeding with the advertising, to marketing@prowlerproof.com.au. Prowler Proof will review and provide pre-approval or request changes
- Submit your final claim within 90 days of the date of advertising invoice to marketing@prowlerproof.com.au or your Prowler Proof Business Development Manager, including:
 - A copy of the advertising invoice you have paid
 - A copy or proof of the final advertisement, and
 - An invoice from your business to Prowler Proof for the pre-approved amount

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