



**IF IT DOESN'T SAY
BUSH HOG®
IT JUST WON'T CUT IT™**

CO-OP PROGRAM GUIDELINES

GOAL OF CO-OP PROGRAM:

Overall, the goal is to support Bush Hog dealerships in promoting Bush Hog products and services across various mediums, ensuring consistent brand representation while maximizing the effectiveness of the Co-Op advertising program.

SECONDARY GOAL:

To guarantee that both dealer and Bush Hog interests are optimally served and aligned.

PROGRAM OBJECTIVE:

THE PRIMARY OBJECTIVE OF THE BUSH HOG CO-OP ADVERTISING INITIATIVE IS TO INCENTIVIZE AND ASSIST THE BUSH HOG DEALER NETWORK IN EFFECTIVELY SHOWCASING BUSH HOG PRODUCTS AND SERVICES THROUGH DIVERSE ADVERTISING PLATFORMS.

*****ALL CO-OP CLAIMS MUST BE MADE WITHIN 45 DAYS OF RECEIVING INVOICE*****

PRINT:

- Current product photos and Bush Hog Logo, along with dealer logo must be present in ad
- If ad includes competitive implement manufacturers, Bush Hog will only pay for the portion of the ad that displays Bush Hog equipment.

RADIO:

- Must mention Bush Hog 3 times in a 0:30 second commercial
- Cannot include any competitive shortline brands
- Must send script to marketing@bushhog.com for pre-approval if intending to use Co-Op for reimbursement, please feel free to reach out prior to advertising for Bush Hog Pre-Approval
- If using a script that Bush Hog did not provide, Co-Op invoice submissions must include script copy for consideration. Reimbursement approval is based upon ad content meeting above stated requirements.

TV:

- Must show and mention Bush Hog at least 3 times in a 0:30 second spot and contain Bush Hog logo in trailer
- Cannot include any competitive shortline brands
- Must send script to marketing@bushhog.com for pre-approval if intending to use Co-Op for reimbursement, please feel free to reach out prior to advertising for Bush Hog Pre-Approval
- If using a script that Bush Hog did not provide, Co-Op invoice submissions must include script copy for consideration. Reimbursement approval is based upon ad content meeting above stated requirements.

***** Please ask us about our pre-approved 0:30 second and 0:60 second scripts. Bush Hog updates these quarterly to provide dealerships with a variety of options to use throughout the year. All ads provided by Bush Hog are pre-approved and guarantee reimbursement at your 2024 Co-Op Qualification level.**

SPONSORED EVENTS:

- All Events must be pre-approved by Bush Hog prior to signing of event agreement.
- Bush Hog must receive a copy of the sponsorship application/guidelines during the pre-approval process.
- Please gather the requested information below and send to marketing@bushhog.com for review and pre-approval of a Bush Hog Sponsored Event.

Where Is The Event Taking Place?

When: Please List Date & Time(s)?

What Organization Are You Supporting?

How Many Banners Will Be Hung?

Will There Be Bush Hog Equipment Displayed? What pieces are you planning to take?

Will there be any other promotional items for give-aways?

Will Bush Hog Be Mentioned Over PA? If yes, how many times during event?

DOES THIS INCLUDE A MEAL?

- Bush Hog will contribute no more than \$25 per meal. (Up to \$3,000 total.)
- Catering receipt must be itemized and included in Co-Op reimbursement request documentation.

APPAREL:

- Dealers can purchase apparel through Bush Hog's Apparel Store. Shopbushhoggear.com (No additional CO-OP Allowed, Prices Shown Include Dealer Discount)
- If buying in bulk, additional discounts may apply. Please contact marketing@bushhog.com for details.
- If using a local provider, all apparel must include at least a 50/50 branding. 50% dealer and 50% Bush Hog.
- ***Apparel cannot include any other competitive shortline brands.

CATTLEMEN & FARM BUREAU ASSOCIATIONS:

- Bush Hog will honor Cattlemen and Farm Bureau Associations submissions of up to \$250 for the purchase of a Bush Hog Implements Valued at \$5,000 or more.
- Discount not allowed in addition to any quarterly promotion offered by Bush Hog
 - Cannot submit \$250 for implements that have already received the quarterly incentive discount.

BUSH HOG DOES NOT REIMBURSE FOR DEALER MEMBERSHIPS OR ASSOCIATIONS IN THE FOLLOWING GROUPS:

- 1.Future Farmers of America (FFA)
- 2.Cattlemen's Association
3. Farm Bureau
4. 4-H
5. Others evaluated on a case-by-case basis; please contact Bush Hog for consideration

2024 Program Qualifications:

1. Program qualifiers receive 50/50 co-op credit for 2024 in the amount of 1% of program NET shipment volume up to: \$299k
2. Program qualifiers receive 75/25 co-op credit for 2024 in the amount of 1% of program NET shipment volume up to: \$300k-\$499k
3. Program qualifiers receive 75/25 co-op credit for 2024 in the amount of 2% of program NET shipment volume up to \$500k-\$599K
4. Program qualifiers receive 75/25 co-op credit for 2024 in the amount of 3% of program NET shipment volume up to \$600K plus



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