



CO-OP PROGRAM

CO-OP DOLLARS FOR POP, ADVERTISING & BOAT SHOWS 7/1/2023

Avalon & Tahoe Mfg., Inc. will reimburse dealers for 50% of PROMOTIONAL costs based on pontoon boats purchased during the PREVIOUS model year. **DEALER MUST HAVE TAKEN DELIVERY OF A MIMINUM OF FIVE (5) BOATS BY 1/31 OF THE PREVIOUS MODEL YEAR TO QUALIFY.**

You will have accrued the following dollars on each delivered boat during the previous model year.

- \$400 FOR EXC/GRT – AWT/TWT
- \$300 FOR EXL/GTL
- \$200 FOR CAT / CAS
- \$100 FOR LSZ/LTZ – V85/S85 - VEN/SPT
- *NO ACCRUED ALLOWANCE ON VLS/SLT - VTX/STX.*

CO-OP Dollars are allocated as follows:

ADVERTISING - must meet the following criteria:

- Pre-approval of draft copy.
- Avalon or Tahoe must be the only boat of any kind advertised in the ad.
- Avalon & Tahoe pontoon boats must make up 50% of the ad space in newspaper, magazine, billboard, or any other similar ad.
- Avalon & Tahoe products must be mentioned as many times as other non-boat products featured in television or radio ads.
- Newspaper tear sheets, billboard photographs, or notarized copy of radio or television ad, internet ad screen shot must be provided
- Pre-made TV ads are available at No Charge on ATDEALER.NET
- Payment is limited to the amount of allowance accrued during the PREVIOUS model year.



BOAT SHOWS - must meet the following criteria:

- Avalon or Tahoe must be the only PONTOON boat line in the dealer's booth
- Dealer must provide invoice for entire booth cost.
- Dealer must provide Photos of all boats displayed or attending sales rep must confirm display
- Reimbursement will be paid at 100% of the cost of actual square footage occupied by Avalon or Tahoe Pontoon boats based on TOTAL booth cost.
- Payment is limited to the amount of allowance accrued during the PREVIOUS model year.

ATTOONSHOP-DEALER.COM PURCHASES

- Co-op can be claimed for any purchases on attonshop-dealer.com at 50% of the purchase price.
- Claim form and copy of invoice must be submitted for reimbursement.
- Payment is limited to the amount of allowance accrued the PREVIOUS model year.

***NOTE:** All accrued co-op **must be** used for advertising placed, or Boat Shows held, prior to July 1, and claimed by September 30th of the current model year. Allowance does not carry over to the following year.