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Guidelines for Requesting Co-Op Marketing Funds

Introduction

Channel Partner requests are evaluated for their potential return on investment. The guidelines in this document will be used to evaluate the request. Each activity requested will be evaluated on a case-by-case basis.

Eligibility

Channel Partners that are eligible to participate in this program are as follows:

- Channel Partners in Elite are eligible.
- Channel Partners/RL Sales must support P.O.S. with account detail.

Included Marketing Activities

- Activities should be promotional in nature and oriented toward the buying public.
- Events that offer Red Lion a speaking engagement will be given significant preference over non-speaking table only display events.
- Joint marketing activities will also be considered for participation (i.e. print ads, web content, social media, videos, podcasts, newsletters, etc.).

Excluded Marketing Activities

- Sales meeting
- Sales incentives/stipends
- Casino nights, golf outings, barbeques, tailgates, lunch and learn, etc.

These items may be covered under sales expense budgets, please reach out to your sales leader.

Submission and Review Process

The following is the request process for securing Marketing support and funding.

1. Sales team member completes the form and submits it to the appropriate Regional Sales Director or VP, Sales.
2. VP, Sales/Regional Sales Director reviews the request and confirms Channel Partner's eligibility and alignment with sales objectives.
3. Email request form with approval email from VP, Sales/Regional Sales Director to marketing **at least six weeks prior to activity**, for final consideration.
 - Please note: budget, type of marketing activity and material availability will be considered.
4. Marketing will review and notify sales of final decision.



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Feedback Requirements

Once an event or campaign has ended, the requesting sales team member will provide feedback to the Marketing Manager in a timely manner. This feedback will be used to evaluate the marketing message and activity.

- For events, supply a list of leads with contact information and photographs of the display/setup.
- For marketing activities, a copy of the finalized marketing materials should be provided (i.e., advertisements, web content, newsletters, etc.) as well as results from the distribution of each, such as engagement and leads.

Material Return

Sales is responsible for returning the event materials to the York office in a timely manner and in working condition. Careful packaging of materials will help ensure that minimal damage occurs in transit. Red Lion employees are responsible for the care and maintenance of display materials being used to support Channel Partner events.

Damage to loaned display materials deemed to be caused by mishandling or inappropriate packing methods will be addressed upon return of materials to York office. If there is damage to the structure, when received, please notify marketing, and if possible, provide photos of damage.

Resources

Literature:

- Red Lion Sales: [Literature Ordering Site](#) on the Sales Portal
- Distributors: [Literature Request Form](#) on the Distributor Portal

Giveaways & Apparel:

- Red Lion Sales: [Giveaway Ordering Site](#) on the Sales Portal

Marketing Co-op Request Form:

- To be completed by Red Lion Sales: [Marketing Co-op Request Form](#)