



BRIGGS & STRATTON
CORPORATION



**FISCAL YEAR 2021 DEALER COOPERATIVE
ADVERTISING PROGRAM RULES & GUIDELINES**





BRIGGS & STRATTON CORPORATION



COOPERATIVE ADVERTISING PROGRAM OVERVIEW

The cooperative [co-op] advertising program is administered on the behalf of Briggs & Stratton® by the Advertising Checking Bureau, Inc. (ACB), the country's leading co-op management company.

Please refer to the co-op advertising program document for dealer eligibility and fund calculation.

If you do not currently have a copy of the current co-op program, please visit www.ThePowerPortal.com > Click on the tab of the brand you carry (e.g. Simplicity®, Ferris®) > Sales & Marketing > Programs & Pricing & Coop Claims or contact your Territory Sales Manager.

Advertising eligibility dates are: 7/1/20 through 6/30/21.

ACB Contact Information:

Phone: 877-800-3908

Email: briggsandstratton@acbcoop.com

Hours: Monday - Friday, 7am - 3:15 (MST)

Claims must be submitted within 60 calendar days of the media invoice date.

Final submission date for claims is 8/31/21.

BRIGGS & STRATTON CO-OP SYSTEM

The Briggs & Stratton Co-op System is an online resource for managing co-op funds. It can be found at www.ThePowerPortal.com > Click on the tab of the brand you carry (e.g. Simplicity®, Ferris®) > Sales & Marketing > Programs & Pricing & Coop Claims > Briggs & Stratton Co-op System.

The system allows you to:

- Check your available co-op fund balance
- Submit a prior-approval request
- Electronically file a co-op claim
- View a summary of all your co-op activity with real-time updates

UNDERSTANDING YOUR CO-OP FUNDS

The co-op system details your available co-op fund balance.

Example:

Funding Type	Co-op Split % (of eligible expenses)	Total Ad Cost	Briggs Share	Dealer Share
2018 Coop Fund (50)	50/50	\$1,000^	\$500	\$500
2018 Coop Fund (75)	75/25	\$4,800^^	\$3,600	\$1,200

^ Dealer spends \$1,000 in eligible advertising per co-op rules; Briggs & Stratton will reimburse them \$500.

^^ Dealer spends \$4,800 in eligible advertising per co-op rules; Briggs & Stratton will reimburse them \$3,600.

If a dealer has co-op funds available at a 50% and 75% split, claims will be processed against the funds at the 75% split first, unless specified differently by the dealer to ACB.

The Briggs & Stratton share of the split is the maximum amount paid out to the dealer.

WHAT ADVERTISING IS ELIGIBLE?

- Current corporately created advertising materials for all brands are located at www.simplicityadvertising.com. These materials are eligible for co-op reimbursement, when the sole modification is adding dealer contact and location information. Any other modification is considered “dealer created” material and requires prior-approval.
- Corporately managed marketing programs labeled as “eligible for co-op reimbursement” (e.g. digital marketing, apparel or direct mail programs) are eligible.
- Outdated corporately created advertising materials, which have been retained by dealers, containing outdated branding, content or logos are not eligible.

All other co-op eligible advertising is described on the following pages by media type.

WHAT ADVERTISING IS ELIGIBLE?

PRINT MEDIA

Approved Media	Eligible Expenses	Performance Required	Documentation Required
<ul style="list-style-type: none"> • Newspaper Display Ads • Pennysavers, Traders, Shoppers, and Local Print Media • Magazines 	<ul style="list-style-type: none"> • Net media cost 	<ul style="list-style-type: none"> • Must meet the ad content requirements outlined (see page 5) 	<ul style="list-style-type: none"> • Copy of media invoice • Electronic or original tear sheet per each ad showing the media name and publication date
<ul style="list-style-type: none"> • Inserts 	<ul style="list-style-type: none"> • Net media cost, net print cost, net insertion cost 	<ul style="list-style-type: none"> • Must meet the ad content requirements outlined (see page 5) 	<ul style="list-style-type: none"> • Copy of printing and production invoices • Copy of invoice indicating quantity inserted and net insertion costs • Copy of entire insert
<p>! Media may contain multiple brands, but reimbursement will be prorated proportionately.</p> <p>! Classified ads are not eligible.</p> <p>! Advertising agency fees or commissions are not eligible.</p> <p>! Advertising costs which have been paid for with goods or services (trade) are not eligible.</p> <p>! Creative services (artwork, copy typesetting, or other production charges, talent, or announcer fees) are not eligible.</p>			

DIRECT MAIL

Approved Media	Eligible Expenses	Performance Required	Documentation Required
<ul style="list-style-type: none"> • Postcards / Flyers • Mailing Lists 	<ul style="list-style-type: none"> • Net print cost, net postage cost, net mailing service and list cost 	<ul style="list-style-type: none"> • Must meet the ad content requirements outlined (see page 5) 	<ul style="list-style-type: none"> • Copy of invoice for printing and production • Copy of invoice for purchased mailing list • Post office mailing receipt showing quantity mailed • Copy of printed postcard or flyer
<p>! Postcards / Flyers may contain multiple brands, but reimbursement will be prorated proportionately.</p> <p>! Advertising agency fees or commissions are not eligible.</p> <p>! Advertising costs which have been paid for with goods or services (trade) are not eligible.</p> <p>! Creative services (artwork, copy typesetting, or other production charges, talent, or announcer fees) are not eligible.</p>			

WHAT ADVERTISING IS ELIGIBLE?

RADIO & TELEVISION

Approved Media	Eligible Expense	Performance Required	Documentation Required
<ul style="list-style-type: none"> • :15, :30, :60 Second Spots 	<ul style="list-style-type: none"> • Net media cost 	<ul style="list-style-type: none"> • The brand name must be used once in a 15-second commercial, twice in a 30-second spot and four times in a 60-second spot • Must meet the ad content requirements outlined (see page 5) 	<ul style="list-style-type: none"> • Copy of media invoice with title of spot referenced • Notarized affidavit or invoice which states the dates and times the spot aired • Copy of MP3 audio file, or MP4 video file, or script if dealer created
<p>! Spots that run from midnight to 5:00 a.m. (residential brands) and midnight to 4:00 a.m. (commercial brands) are not eligible.</p> <p>! If Briggs & Stratton provided spot is used, the exact title of the spot must be referenced on documentation (e.g. BRGS3T1485H Simplicity Broadmoor).</p> <p>! Advertising agency fees or commissions are not eligible.</p> <p>! Advertising costs which have been paid for with goods or services (trade) are not eligible.</p> <p>! Creative services (artwork, copy typesetting, or other production charges, talent, or announcer fees) are not eligible.</p>			

DIGITAL ADVERTISING

Approved Media	Eligible Expense	Performance Required	Documentation Required
<ul style="list-style-type: none"> • Digital banner ads • Social media ads • Facebook promoted posts • Non-corporately sponsored paid search • Website costs are now eligible 	<ul style="list-style-type: none"> • Net media cost 	<ul style="list-style-type: none"> • Must meet the ad content requirements outlined (see page 5) • Ads must link to pages on dealer website which primarily promote brands eligible for co-op reimbursement 	<ul style="list-style-type: none"> • Copy of media invoice • Screen shot showing the banner or ad running on the website • Screen shot showing the URL the ad links to
<ul style="list-style-type: none"> • Corporately sponsored digital advertising programs 	<ul style="list-style-type: none"> • Net media cost 	<ul style="list-style-type: none"> • Must meet the ad content requirements outlined (see page 5) • Ads must link to pages on dealer website which primarily promote brands eligible for co-op reimbursement 	<ul style="list-style-type: none"> • No documentation required, claims submitted by corporate vendor
<p>! The Briggs & Stratton Policy on Reseller Internet Advertised Prices for Whole Goods must be followed. That policy, and the current price list, are located at: www.thepowerportal.com.</p> <p>! Ads on auction websites (Ebay, Craigslist, etc.) are not eligible.</p> <p>! Advertising agency fees or commissions are not eligible.</p> <p>! Advertising costs which have been paid for with goods or services (trade) are not eligible.</p> <p>! Creative services (artwork, copy typesetting, or other production charges, talent, or announcer fees) are not eligible.</p>			

LOGO APPAREL, POINT-OF-PURCHASE & PROMOTIONAL ITEMS

Approved Media	Eligible Expenses	Performance Required	Documentation Required
<ul style="list-style-type: none"> • Apparel • Point-of-purchase items • Promotional items 	<ul style="list-style-type: none"> • Net invoice cost • Shipping / Freight 	<ul style="list-style-type: none"> • Purchased through www.thepowerportal.com advertising materials section. 	<ul style="list-style-type: none"> • Copy of invoice or receipt from approved vendor
<p>! Annual co-op fund limit on wearables of \$1,500 per brand.</p> <p>! Advertising costs which have been paid for with goods or services (trade) are not eligible.</p>			

WHAT ADVERTISING IS ELIGIBLE?

OUTDOOR ADVERTISING

Approved Media	Eligible Expenses	Performance Required	Documentation Required
<ul style="list-style-type: none"> Billboards Bench, airport, buses, athletic fields, race tracks or other small signboards or signage 	<ul style="list-style-type: none"> Net signage rental cost, net print cost 	<ul style="list-style-type: none"> Must meet the ad content requirements outlined (see page 5) 	<ul style="list-style-type: none"> Copy of rental invoice which indicates board cost, board location, board design, and posting date(s) A clear photo of signage posted at location Copy of signage production invoice
<ul style="list-style-type: none"> Lighted outdoor signs 	<ul style="list-style-type: none"> Net sign cost including shipping, net installation cost 	<ul style="list-style-type: none"> Must meet the ad content requirements outlined (see page 5) 	<ul style="list-style-type: none"> Copy of lighted outdoor sign invoice
<ul style="list-style-type: none"> Vehicle signs 	<ul style="list-style-type: none"> Net print cost, net installation cost 	<ul style="list-style-type: none"> Must meet the ad content requirements outlined (see page 5) 	<ul style="list-style-type: none"> Copy of signage invoice A clear photo of signage posted at location
<p>! Media may contain multiple brands, but reimbursement will be prorated proportionately.</p> <p>! Multi-month contracts must be submitted within 90 days of invoice.</p> <p>! Advertising agency fees or commissions are not eligible.</p> <p>! Advertising costs which have been paid for with goods or services (trade) are not eligible.</p> <p>! Creative services (artwork, copy typesetting, or other production charges, talent, or announcer fees) are not eligible.</p>			

TRADE SHOWS, FAIRS, HOMESHOWS, & MALL SHOWS

Approved Media	Eligible Expenses	Performance Required	Documentation Required
<ul style="list-style-type: none"> Booth space 	<ul style="list-style-type: none"> Net booth / space rental cost 	<ul style="list-style-type: none"> Booth must feature Snapper, Simplicity, Snapper Pro or Ferris equipment 	<ul style="list-style-type: none"> Copy of invoice or receipt Photograph of entire booth space
<p>! Space may contain multiple brands, but reimbursement will be prorated proportionately.</p> <p>! Charges for electric hook up, booth materials, incidentals, or product transport are not eligible.</p> <p>! Equipment giveaways, raffles or discounts are not eligible. Consult your sales rep for questions on equipment giveaways or discounts.</p> <p>! Advertising costs which have been paid for with goods or services (trade) are not eligible.</p>			

SPECIAL EVENTS, EQUIPMENT GIVEAWAYS, CHARITABLE DONATIONS & SPONSORSHIPS

<p>The following activities are NOT eligible for co-op reimbursement:</p>			
<p>! Open house / special event expenses (e.g: food, tents, entertainment).</p> <p>! Equipment giveaways, raffles or discounts. Consult your sales rep for questions on equipment giveaways or discounts.</p> <p>! Charitable donations or sponsorships.</p> <p>! Advertising costs which have been paid for with goods or services (trade).</p>			

GROUP ADVERTISING

<p>The following conditions apply to group advertising:</p>			
<p>! An individual dealer, media rep or agency should be designated to represent the group for submitting the required prior-approval.</p> <p>! A prior-approval consisting of a copy of the ad materials along with a list of the participating dealers is required to be submitted to ACB via email: briggsandstratton@acbcoop.com.</p> <p>! ACB will record all of the dealers included the group activity.</p> <p>! The media company running the group advertising needs to provide an invoice itemizing each participating dealer's cost.</p> <p>! Each dealer who participated needs to file an individual co-op claim for their portion of the cost.</p>			

AD CONTENT REQUIREMENTS

1. Proper use of Logos, Trademarks & Product Images

Logos, trademarks and product images must be included, current and used correctly. They cannot be distorted, flipped or manipulated in any way. The dealer logo and the product logo should not be too close to each other, implying co-branding. Visit simplicityadvertising.com (where all brands can be accessed) for the most current materials.

- No rights are granted to the Dealer in any Snapper®/Simplicity®/Snapper Pro®/Ferris® trademark, trade name, or other Snapper/Simplicity/Snapper Pro/Ferris proprietary data by participation in the co-op program.

2. Follow MAP Price

If you choose to advertise price, your ad will be eligible for co-op funds only if your advertised price is equal to or greater than the minimum advertised prices (MAP) established by Briggs & Stratton. Advertising a price at less than MAP will result in denial of your co-op claim and repeat offenses will lead to termination of co-op funds. An offer that effectively lowers an advertised price to below MAP will be considered to be advertising of a price at less than MAP. Examples of such offers include:

Examples of such offers:

- Cash discount
- We will not be beat
- We Beat 'em All
- Blowout pricing
- Call for Best Price
- Make an Offer
- Free gift with purchase
- Spring Special Pricing
- Call for Price
- Special pricing

A part number must be referenced when advertising the price of a product. We suggest you use the following disclosure: "Set-up, delivery and tax not included."

Dealers advertising Snapper Pro, Ferris and Simplicity products must also adhere to **Briggs & Stratton Policy on Reseller Internet Advertised Prices for Whole Goods**. That policy, and the current price list, are located at: www.thepowerportal.com.

3. Finance Offer and Rebate Requirements

If you choose to advertise financing, all finance offers must include the appropriate finance disclosures. The current finance offers and disclosures are located at: www.simplicityadvertising.com (where all brands can be accessed) > Retail finance ads and disclosure copy

If you choose to advertise rebates, all rebate offers must include the appropriate disclosures. The current rebate offers and disclosure are located at: www.simplicityadvertising.com (where all brands can be accessed) > Rebate Ads > Rebates Ad Disclosures

When using multiple disclosures in an ad, the notation associated with the disclosures are to be listed in the order that the statements appear.

4. Horsepower & Torque Disclosures

If you choose to include specific engine power output, you must include the appropriate power level disclosure.

When using multiple disclosures in an ad the asterisks associated with the disclosures are to be in the order that the statements appear.

Engine Manufacturer	Horsepower Disclosure	Torque Disclosure
Briggs & Stratton (Series), Vanguard™ engines	All power levels are stated gross horsepower at 3600 RPM per SAE J1940 as rated by Briggs & Stratton.	All power levels are stated gross torque at 2600 RPM per SAE J1940 as rated by Briggs & Stratton.
Kawasaki® engines	All power levels are stated gross horsepower at 3600 rpm per SAE J2723 as rated by Kawasaki.	
Kohler® engines	All power levels are stated gross horsepower at 3600 RPM per SAE J1940 as rated by Kohler.	
Other OEM engines	Power levels as rated by engine manufacturer.	

5. Warranty & Special Features Disclosures

If advertising states the warranty period on a product or a component of a product, a warranty disclosure must be included. In addition, warranties should always be describe as a "limited warranty".

In addition, our products may have claims made on a specific feature which require a disclosure to be used. In this situation, we recommend referencing our library of corporately created templates.

Example: 3-Year Limited Warranty* **Disclosure:** *See dealer or operator's manual for complete warranty details.

Note: All footnotes and disclosures must be at least 6-point font or larger.

PRIOR-APPROVAL

WHAT'S A PRIOR-APPROVAL?

- Prior-approval of advertising materials confirms that the planned advertising meets the rules and guidelines set forth in the co-op advertising program. However, it does not guarantee co-op fund reimbursement.
- **A prior-approval is not a co-op claim for reimbursement. A proper claim submission, outlined on page 7 is required after the eligible advertising has ran.**
- If a prior-approval is not granted (marked as denied in the co-op system), feedback and the opportunity to resubmit will be provided.

WHEN IS A PRIOR-APPROVAL REQUIRED?

We recommended that all advertisements be submitted for prior-approval, however, it is **required for Dealer created materials.**

- Advertising materials prepared by Briggs & Stratton, found on www.simplicityadvertising.com (where all brands can be accessed), do not require a prior-approval when the **sole modification is adding dealer contact and location information.** Any other modifications are considered **Dealer created materials and require prior-approval.**
- You may use materials which were previously approved **without changes** during the program year. If changes are made to previously approved materials, you will need to submit the changed version for a new prior-approval.
- Approvals are valid until the end of the program year.

HOW DO I SUBMIT A PRIOR-APPROVAL?

To submit a prior-approval go to www.ThePowerPortal.com > Click on the tab of the brand you carry (e.g. Simplicity, Ferris) > Sales & Marketing > Programs & Pricing & Coop Claims > Briggs & Stratton Co-op System. From the homepage, click on the "Submit New Prior-Approval" button. Complete the required information. Upload the media you are submitting for prior-approval. At least one e-mail address is required for notification of the status.

- A minimum of 48-hours is required for review.
- We recommend submitting prior-approval requests at least 5 business days prior to your advertising deadline to allow for any changes.

If your ad has an urgent deadline and requires immediate attention, dealers may email prior-approvals directly to ACB instead of utilizing the co-op system submission process. If you have questions regarding a submitted prior-approval, please contact ACB at 877-800-3908 or briggsandstratton@acbcoop.com.

HOW DO I SUBMIT A CO-OP CLAIM?

1. To submit a co-op claim go to www.ThePowerPortal.com > Click on the tab of the brand you carry (e.g. Simplicity, Ferris) > Sales & Marketing > Programs & Pricing & Coop Claims > Briggs & Stratton Co-op System.
2. From the homepage, click on the "Submit New Claim" button.
3. Complete the required information. At least one e-mail address is required in order to be notified of the approval status.
4. If you received prior-approval for a claim, select the corresponding documentation from the prior-approval box.
5. Enter the campaign start and end dates. If that does not apply, enter the invoice date in both date fields.
6. Select the media type from the drop down menu.
7. Select the created by type, either dealer or corporate template. This field indicates whether the ad was designed by you or if you used a corporately created template.
8. Enter the total invoice amount in invoice amount field. Calculate the amount that Briggs & Stratton may reimburse and enter it in the claimed amount field. ACB may adjust this amount based upon a review of the claim submission.
9. Upload the documentation required for the type of advertising you are submitting. You can review what is required for each type of media on pages 2-4.
10. Choose to either "eSubmit" or "Print." If you select "eSubmit" your documentation will be immediately available for ACB to review. If you select "Print", that will notify ACB you will be sending in your documentation via US Postal Service. If you select the "Print" option be sure to reference your claim number on the documentation.

To send supporting documentation via USPS:

Regular Mail

Briggs & Stratton Co-op Program
c/o Advertising Checking Bureau
PO Box 52118
Phoenix, AZ 85072-2118

Overnight Mail

Briggs & Stratton Co-op Program
c/o Advertising Checking Bureau
1919 West Fairmont Drive, Suite #7
Tempe, AZ 85282

ACB Contact Information:

Phone: 877-800-3908
Email: briggsandstratton@acbcoop.com
Hours: Monday - Friday, 7am - 3:15pm (MST)

CO-OP CLAIM PROCESS AND TIMING

Claims must be submitted within 60 calendar days of the media invoice date. Final submission date for claims is 8/31/21.

- Please allow up to 7-10 business days for processing.
- All required documentation must be included either electronically or in hard-copy by mail. Refer to pages 2-4 for documentation required by media type.
- If the co-op claim is denied, an audit notice outlining the reasons for denial will be sent to the dealer.
- The dealer may update and resubmit the claim within 60 calendar days after notice of denial.

REIMBURSEMENT

Following approval of a claim, co-op reimbursement will be in the form of a check issued to the dealership from ACB within 3-4 weeks. You can check on the status of your claim on the homepage of the Briggs & Stratton Co-op System. Prepaid contracts, including advertising that has not run, are not eligible until performance has been completed.

CLAIMS EXCEEDING AVAILABLE FUNDS

Reimbursement cannot exceed earned funds at any time. Partial reimbursement may be made based on the available co-op funds.

3RD PARTY/MEDIA SYSTEM ACCESS

A 3rd party representative can request access to file claims and prior-approvals on behalf of a dealer. They will have the ability to see prior-approval and claim activity, but not dealer fund amounts.

To request access, a 3rd party representative should visit www.bascocoop.com and click the link stating "If you are a 3rd party vendor/agency signing in for the 1st time, click here."

An email will be sent to the dealer they are representing to confirm the request. The 3rd party representative should also notify the dealer that a request has been submitted. After the dealer approves the request, the 3rd party representative can begin submitting prior-approvals and claims.

COMPLIANCE

Briggs & Stratton Corporation and Advertising Checking Bureau, Inc. (ACB) are not responsible for legal review of promotional programs or advertising content. Approval by Briggs & Stratton Corporation or Advertising Checking Bureau, Inc. (ACB) for co-op program reimbursement does not constitute legal review of content or activity.

Before placing any advertising, you may wish to consult your attorney to ensure that your plans and material complies with all federal, state and local laws and regulations. Below are some conditions that may apply to your ads.

- Ads that promote the cost per month of using a credit plan or ads that promote “Same as cash” must contain the full disclosure statement supplied by the consumer finance company you conduct business with for consumer financing (e.g., local bank, etc.).
- The specific advertised model(s) must be available for purchase, as advertised, for the duration of the advertised sales period.
- The advertised price(s) must include the available model(s) and feature(s) described or illustrated. Illustrate only currently available models and the model to which the ad pertains.
- Dealer-advertised price reductions or savings should only be the amount that is the difference between your regular and recent selling price. Your “regular” price is the lowest price at which any substantial sales were made during the most recent thirty (30) day period or regularly established business of that product.
- A “free” promotion must represent an actual savings equal to the value of the free goods. An offer which merely dampens price fluctuations (e.g., deal making) which would normally occur is not “free”.
- Independent businesses may not conspire to fix prices and thereby reduce competition.
- Advertised price reductions and savings should be legitimate and truthful in view of your particular selling practices.
- Any advertising which simply causes a sale to be exchanged from one Snapper/Simplicity/Snapper Pro/Ferris Dealer to another. (e.g., “We will beat all other Simplicity Dealer prices.”) is prohibited.
- Any advertisement which violates or appears likely of being found in violation of federal, state, or local laws regulations, rules or orders relating to such advertising, or which includes unsupportable claims is prohibited.
- Any advertising which is immoral, deceptive or scandalous is prohibited.
- Advertising, which reflects negatively on Briggs & Stratton Corporation or another Snapper/Simplicity/Snapper Pro/Ferris Dealer is prohibited.
- Any advertising which may infringe on another company's intellectual property (including trademarks or copyrighted material) is prohibited.

AMENDMENTS / TERMINATIONS

Briggs & Stratton Corporation reserves the right to amend, terminate, or cancel this co-op program at any time upon 30 days written notice.

For additional information and the Co-op System, visit:
www.ThePowerPortal.com > Sales & Marketing > Programs & Pricing & Coop Claims

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