



a **NUCOR**® company

Co-Op Marketing Program

Our Co-Op Marketing Program

At Kirby Building Systems, Authorized Builders are more than just our customers; we consider you partners. We are dedicated to helping you succeed in growing your business and want to support your efforts to produce more efficient and effective advertising.

As part of this commitment, we offer a Builder Co-Op Marketing Program to help you invest in the promotion of your company and your partnership with Kirby.

Our Co-Op Marketing Program sets aside ½ of 1% of paid building invoices annually for use in your marketing efforts, based on the previous year's shipments.*

What's Covered?

- Advertisements in trade magazines or newspapers
- Outdoor marketing, including billboards & jobsite signs
- Branded Apparel (screen printing or embroidery)
- TV & radio spots
- Online advertising such as banner ads or paid search campaigns
- Website development, SEO & digital advertising
- Direct mail
- Professional project photography†
- Certain miscellaneous special promotions
- Print collateral including brochures & flyers
- Large format printing, such as trade show banners
- Other (approved by Kirby's sales & marketing teams)

**Excludes erection, taxes, freight, and other expenses. The maximum available payout to Builders is \$4,000 per calendar year.*

† Must include full usage rights for Kirby Building Systems in addition to Builder.



Important Things to Know

- Your account must be in good standing in order to be eligible for participation in the Co-Op Marketing Program.
- The maximum available payout to Builders is \$4,000 per calendar year.
- Kirby reimburses 50% of paid vendor invoices for each pre-approved marketing expense.
- All marketing must be pre-approved for reimbursement using the Pre-Approval Request Form. An Authorized Builder Kirby Building Systems logo must be included in the marketing to be eligible. Logos may be accessed and downloaded from the Marketing Portal.
- Kirby reserves the right to decline co-op marketing funds for items that are deemed inappropriate or do not fall within the spirit of the guidelines or the program's mission.
- Advertisements and/or marketing materials that include competitor branding or information will not qualify for co-op.
- Co-op marketing must be renewed each year. Funds not utilized for a given year cannot be carried over.
- All use of the Kirby Building Systems name or logo must be pre-approved by Kirby.
- In order to qualify for co-op marketing for web development or digital advertising-related costs, the Kirby Building Systems logo must be displayed prominently on the Builder's website, banner ads, or landing pages, and the Builder must link their website or campaign to the Kirby Building Systems website.
- “Kirby Web Points” are based on prior year co-op eligibility status. These points are preloaded in your web store. Up to 15% of the amount of reimbursed co-op dollars are converted to points. Points apply only to items on the Kirby webstore and expire October 1 of the current year.

If at any time you have questions concerning this program, please contact Kirby Marketing at 615-745-6001 or email marketing@nucorbuildingsgroup.com.

For further info or to access additional marketing tools, logos, and templates, please refer to the Marketing Portal.



Co-Op Marketing Examples



PRINT ADVERTISING



PROMOTIONAL MATERIALS



JOBSITE SIGNS



APPAREL



VEHICLE GRAPHICS

Logo Guidelines

Authorized Builder Logos for Advertising

- Ad copy must state "AUTHORIZED BUILDER".
- Use one of the logos below, or feature "AUTHORIZED BUILDER" in the ad copy.
- Logos are available in .png, .jpg, and .eps or .pdf vector file formats. They may be accessed and downloaded from the Marketing Portal.
- The use of competitor branding will not qualify for co-op.



FULL COLOR



1-COLOR (BLACK & WHITE)



FULL COLOR



1-COLOR (BLACK & WHITE)

Approval & Reimbursement

Step 1: Submit the "Pre-Approval Request for Co-Op Marketing" form

- The pre-approval request form should be submitted throughout the year with each advertising project prior to the project being completed. Kirby reserves the right to decline reimbursement for items that have not been pre-approved.
- Follow the instructions on the pre-approval request form and include a summary of the marketing/promotional material as well as the estimated cost.
- Please be sure to include a proof of marketing/promotional material demonstrating that the "Authorized Builder" Kirby Building Systems logo is being used correctly.
- Upon receipt of the form, we will review and approve it. You will then receive an emailed approval with an authorization number from Kirby. Please keep this for your records and reference at the end of the year.

Step 2: Submit the "Annual Request for Co-Op Marketing Reimbursement" form

- The reimbursement request form should be submitted once a year at the end of the year, with copies of all advertising as well as appropriate paid invoices. Your co-op marketing account runs from January 1 through December 31 of each year.
- **NOTE:** The annual request for co-op marketing reimbursement must be submitted by March 31 with the prior year's marketing receipts.
- Simply follow the instructions on the form and include all necessary information. You will receive a reimbursement check or credit to your account if you have an outstanding balance.
- Co-op credit is based on paid Kirby Building Systems invoices. Kirby reserves the right to adjust co-op shipment dollars if ultimate payment is not received or in doubt.
- Reimbursement checks or credits to your account will be issued once per year. Checks or credits will not be issued on a per project basis throughout the course of the year. Kirby reimburses 50% of paid vendor invoices for each pre-approved marketing expense.

Pre-Approval Request Form



ONLINE FORM: <https://www.kirbybuildingsystems.com/builder-dashboard/co-op-preapproval/>

Date: _____ Period from: _____ to: _____

Builder: _____

Address: _____

City: _____ State: _____ Zip: _____

Submitted by: _____

TYPE OF ADVERTISING	ESTIMATE COST
EXAMPLE JOB SITE SIGNS	EXAMPLE \$1250

Authorized By: _____ *Kirby Building Systems Manager*

Authorization #: _____

ATTACH A COPY OF THE MARKETING/ADVERTISING MATERIAL AND SUBMIT WITH THIS FORM.

Request for Reimbursement



ONLINE FORM: <https://www.kirbybuildingsystems.com/builder-dashboard/co-op-reimbursement-request/>

Date: _____ Period from: _____ to: _____

Builder: _____

Address: _____

City: _____ State: _____ Zip: _____

Submitted by: _____

1	Builder Marketing Expenditures	\$
2	50% of Paid Invoices	\$
<i>LINES 3 THRU 7 FOR KIRBY BUILDING SYSTEMS USE ONLY</i>		
3	Total <u>PAID</u> Invoices (<i>Exclusive of erection, taxes, freight, or interest</i>)	
4	Co-Op Multiplier (.005)	
5	Lesser of Line 2 or 4	
6	Other Adjustments	
7	Total Authorized Amount	

Credit Builder in the amount of: _____

Please review account and issue check in the amount of: _____

Charge Code: _____ Approved By: _____

Authorized By: _____ *Kirby Building Systems Manager*

Controller: _____