



2017

# RHEEM/RUUD ADVERTISING AND MARKETING APPROVAL FORM

## Request for Rheem/Ruud Co-op a HVAC Expense.

*Profit Center Manager must submit this form along with required documentation for each advertising expense. Please review the 2017 Hajoca Rheem/Ruud Marketing & Advertising Co-op Program for details for on what is eligible for co-op and guidelines on specific usage of Rheem brand in advertising.*

Date: \_\_\_\_\_

Profit Center Name: \_\_\_\_\_ Profit Center No: \_\_\_\_\_

- Co-op Credit to Rheem/Ruud Dealer
- Co-op Credit to ProPartner Contractor
- Co-op to Profit Center

Customer Name: \_\_\_\_\_ Cust No: \_\_\_\_\_

Co-op Percent by Category:	Percentage:
<input type="checkbox"/> Training:	
a. Non Rheem/Ruud Academy/Technical/Business for Dealers	50%
<input type="checkbox"/> Literature:	
a. All Other Rheem/Ruud Logo Literature	25%
b. All Other Consumer Advertising & Marketing	50%

Advertising Company: \_\_\_\_\_ Date of Advertising: \_\_\_\_\_

*\*Dealer assumes full responsibility for payment to the advertising vendor. Must include documentation.*

Total Advertising Expense: \$ \_\_\_\_\_

PROFIT CENTER MGR APPROVAL: \_\_\_\_\_

Scan/Send request to: [todd.martin@hajoca.com](mailto:todd.martin@hajoca.com) Office: (770) 948-5000

“Don’t write below the Line”

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Total Approved Co-op = \$ \_\_\_\_\_