



*New Partner/Supplier Contract*

## **Marketing Terms & Conditions**

### **MARKETING LAUNCH**

- A launch budget and strategy is preferred for all new partnerships
- Provides a key opportunity for raising awareness for new partnership
- Refer to Bartle & Gibson's Launch Media Kit for a list of possible activities

### **MARKETING COOP BUDGET**

- Must be pre-assigned based on previous purchases
- A mutually agreed upon percentage to determine annual budget
- Budget to be released in early Q1 of each year

### **MARKETING ACTIVITIES**

- Marketing activities are listed in Bartle & Gibson's annual Media Kit
- Marketing activities not featured in annual media kit can be considered, but must be mutually agreed upon
- All marketing activities are to be confirmed with a filled out Agreement Form or Media Plan by an authorized representative
- Any existing partner coop terms/marketing activities do not supercede Bartle & Gibson's, and a discussion to meet common ground should be reached

### **MARKETING BRANDING**

- All marketing activities must adhere to Bartle & Gibson's Brand Guidelines and be pre-approved by the Bartle & Gibson marketing team

### **MARKETING INVOICING/PAYMENTS**

- Marketing activities are invoiced once activity has begun or has taken place
- Invoicing prior to marketing activity taking place, requires a special request
- Payments can be made in the form of credit cards payments, cheques, electronic funds transfers or credit memos
- Any other forms of payment must be mutually agreed upon before the start of the marketing activity

### **MARKETING DEADLINES**

- Marketing activities with assigned deadlines must be adhered to
- If partner does not communicate in a timely fashion, Bartle & Gibson reserves the right to pursue pre-agreed upon marketing activity and charge/invoice the partner accordingly

### **MARKETING INFO**

- Please provide the following:
  - Marketing Contact Details (Main Contact, Artwork Contact, AP Contact etc)
  - Existing Coop Terms
  - Logos and brand guidelines