

## THANK YOU

Thank you for being one of our valued Distributors. We strive to make our partnership as successful as possible by supplying you with the tools you need to successfully represent our shared interests. The following document outlines our expectations and policies for co-op marketing resources.

## SECTION 1 | GARR BRANDING

Our distributors are encouraged to use our logo and branding, free of charge. As a Distribution Partner of GARR TOOL, it is expected that our brand and logo will be displayed on your line card\* and as appropriate in your marketing materials. Please use the most recent, high quality version of our logo. We will also supply high-resolution stock photos of our tooling for your use. These files are available through the Distributor Portal on our website, under the Resources link.

## SECTION 2 | MARKETING CAMPAIGNS

For other marketing campaigns, though we do not participate in every marketing opportunity, we do review each request on a case-by-case basis. Each proposal is considered independently, regardless of timing or any other considerations.

To submit an ad proposal, please include the following details for us to consider:

- Format and size options, mock-ups appreciated.
- Distribution data (anticipated reach and to what industry(ies))
- Typical job title or position of potential viewership
- Any limitations (limited color, black and white, etc)
- Placement options (if multiple pages, what page, facing direction, etc)
- Complete pricing

## SECTION 3 | CO-OP GARR MATERIALS

We would also consider a co-op with you on some of our own marketing materials, such as the large wall decimal charts, the pocket decimal charts, or our High Performance Pocket Guide. We would add your logo and share the cost of these materials with you. If you are interested in any of these options, please contact us for more details.

## SECTION 4 | QUESTIONS

If you have any additional questions regarding this policy, please don't hesitate to reach out.

Email: [jcrider@garrtool.com](mailto:jcrider@garrtool.com)

Text: (800) 248-9003

*\*If you are authorized for site-specific sales only, please do NOT display the GARR TOOL brand on your line card.*

## DOCUMENT UPDATES/REVISIONS

Updates or revisions made to this document will be highlighted below.

---

V 1.0

- Original document