



DEALER SOLUTIONS

Dealer Dollars

Kent Nutrition Group (KNG) offers qualifying dealer channel accounts *Dealer Dollars*, a program designed to provide support for the promotion of KNG brands, products and promotions. Dealer Dollars make it easier than ever to earn funds for use in activities in local markets, and gives financial flexibility where and how it's needed most.

Earn

The earning calculation for Dealer Dollars utilizes KNG's *Product Family Points* structure, where each product purchased is assigned or converted into a point value. Points accumulate throughout KNG's fiscal year (October – September). At the end of the fiscal year, a dealer's total point value is calculated.

Special promotional incentive periods throughout the year may also generate points toward a customer's overall point value, including but not limited to multiplying point earnings for a period of time, Dealer Dollars bonuses, and more.

Dealer Dollars point earnings exclude Triple Crown®, Ingredient and Medication product families.

Be Rewarded

Every point earned turns into 25 cents in Dealer Dollars, and Dollars become available in October for use throughout the upcoming year. A dealer must earn a minimum of 400 points, or \$100 in Dealer Dollars, for distribution of funds.



Redeem

Use available Dollars to help cover authorized expenses that feature Kent and/or Blue Seal brands. Qualifying activities include the purchase of novelties, apparel, and ad placements, plus local event sponsorships, in-store promotional activities, and more. **Dealer Dollars are reimbursed at 100%** for expenses that highlight KNG and its brands unless otherwise noted.

Expenses must occur within the program year to qualify. Dealers pay for all expenses up front and request reimbursement against their available Dealer Dollars balance.

Reimbursement Procedure

For reimbursement, a completed *Request for Payment* form is required. A copy of the paid invoice clearly identifying the expense(s) should accompany the request, along with any other supporting documentation that shows the expense's qualification. The documents needed for submission vary depending on the nature of the activity and may include a copy of a print ad, art proof, radio script and proof of performance (air time), and/or any other proof to illustrate expense and appropriate use of brands.

Submit requests for Dealer Dollars reimbursement at any time during the program year. However, **requests must be submitted within 30 days of program year end** (October 31) to be eligible for reimbursement.

Program Exclusions

The Dealer Dollars program excludes the following activities:

- Annual Kent replica trucks and ornaments
- Classified advertisements and/or job postings
- Taxes associated with qualifying activities
- Postage and/or shipping costs
- Expenses related to Kent Nutrition Group dealer incentive trips or training activities hosted by KNG
- Activities and/or items that do not specifically reference one or more Kent Nutrition Group brands, products, programs, or promotions
- Feed purchases

Additionally, reimbursement percentage for activities including representation of multiple feed companies (KNG and one or more other feed brands) may be adjusted accordingly. It is recommended to contact KNG with any questions or concerns regarding eligibility of any reimbursement prior to purchase.

Terms & Conditions

KNG will make all final determinations regarding Dealer Dollars, including whether a dealership is qualified for earnings, eligibility of submitted request(s), and subsequent reimbursement amount(s). All purchase history and financial calculations used to generate Dealer Dollar balances are based upon KNG's accounting records and are at the sole discretion of KNG.

Program earnings are not transferable. Unused funds are forfeited at the end of the 12 month period. Reimbursement requests that exceed annual Dealer Dollars allocation, and/or are submitted after the program period deadline, will not be honored.

Program may be changed, modified, or discontinued at any time without prior notice.