



STEELENG Drop Shipper Ad Spend Campaign

October 2022 we added a new benefit - the Drop Shipper Ad Spend Campaign to help our online Dealers draw in more customers to their websites. This campaign has not been as successful as we expected, too many of these Dealers chose not to participate and left tens of thousands of available dollars on the table. We are hoping to correct this issue with this revision. Quarterly allowance will still be based on your tier pricing discount, which is based on your annual purchases. Semi-annual evaluations will still be done Jan 1st and July 1st.

	Discount	Annual Purchases	Annual Ad Spend Allowance	Quarterly Allowance
Tier 1:	2%	\$30K-\$89K	\$1,562.50	\$390.63
Tier 2:	4%	\$90K-\$299K	\$3,125.00	\$781.25
Tier 3:	5%	\$75K-\$200K	\$6,250.00	\$1562.50

Administration-Ad Spend Campaign

Following the end of each quarter in a calendar year (3/31,6/30, 9/30,12/31), Dealers will have until the 15th day of the following month to submit receipts or supporting documentation for reimbursement. Please email all supporting documentation to ricky@steelenggolfcart.com and reimbursement up to the quarterly allowance will be provided via account credit by month-end following the end of a calendar quarter. Expenses submitted that exceed the quarterly bonus will not carry over the following quarter. Only the eligible expenses detailed below will be considered for account credit. We will not provide credit for the promotion of any of our competitor's listings, but we understand some cross promotion benefits may result.

Expenses Eligible for Reimbursement Via Credit with SGC

1. Website Design including hosting and domain renewal
2. Amazon/Ebay SGC Paid Promoted Listings
3. SEO Optimization for Website
4. Google Adword Campaigns specifically promoting SGC listings
5. Facebook Marketplace Promotions
6. Video Production involving installation or promotion of Steeleng or SGC products
7. Digital media advertising
8. Social media advertising

Effective 01/01/2025 (Revised)