



PROMOTIONS

Date: 12.20.23
Recipients: Dealer Principals and Sales Managers
Subject: Alumacraft MY24 Gear Up for Summer Program



ALUMACRAFT GEAR UP FOR SUMMER PROGRAM

PROMO PERIOD	January 1, 2024 – March 31, 2024
SELECT MARKET	United States

PROGRAM DETAILS

To supplement the non-current program and support your Model Year 2024 units, we are excited to launch our Gear Up for Summer travel cover program beginning on January 1, 2024. This program will offer a free travel cover for select Model Year 2024 Alumacraft boats. The boat must be sold between January 1, 2024, and March 31, 2024, and the unit must be registered by May 31, 2024.

When: January 1 through March 31, 2024

Incentive: Travel cover valued at up to \$1,000

Exclusions: Model Year 2024 16' and smaller models and all Model Year 2023 and earlier models

We are utilizing an early sales certificate so that you can sell the boat now and deliver in the spring while still getting the benefit. To qualify for the travel cover program, you must fill out the early sales certificate available [here](#). The sold unit needs to be either in your inventory or already on order to submit the certificate. If the sold unit is not on order yet, please place the order prior to submitting the certificate. Any sold units that are on order and entered into the certificate will be prioritized in the production schedule so that the consumer can get their boat sooner.

PROGRAM DETAILS

Advertising:

The program will be open to select MY24 models. To help you execute a successful campaign, we will have marketing materials available to you in the Marketing Hub. You can locate digital and print ads, social content and radio scripts under *Advertising > Campaign > Promotions*.

In addition, we are integrating the promotional message into our brand-owned channels (website, CRM and social) and paid media campaign where we will focus on generating leads and door swings for your dealership. When viewing leads in Aimbase, look for the lead type **GEAR UP FOR SUMMER**.

Travel Cover Details:

Model	Item ID	US MSRP
COMPETITOR 175	22030015290	\$677
COMPETITOR 175 CS	22030015291	\$677
COMPETITOR 175 SPORT	22030015292	\$982
COMPETITOR 185	22030015294	\$677
COMPETITOR 185 CS	22030015295	\$677
COMPETITOR 185 SPORT	22030015296	\$1,008
COMPETITOR 205	22030015298	\$730
COMPETITOR 205 SPORT	22030015300	\$1,035
COMPETITOR 175 SPORT FSX75	22030015292	\$982
COMPETITOR 185 SPORT FSX85	22030015296	\$1,008
TROPHY 175	22030015313	\$982
TROPHY 185	22030015314	\$1,008
TROPHY 195	22030015315	\$1,035
TROPHY 205	22030015316	\$1,035
VOYAGEUR 175	22030015282	\$651
VOYAGEUR 175 CS	22030015283	\$651
VOYAGEUR 175 Sport	22030015284	\$982

ELIGIBLE DEALERS

All dealers with valid and signed 2024 Dealer Agreement with Alumacraft

TRAVEL COVER PROCESSING

- Offer valid through March 31, 2024
- Travel cover will be shipped automatically at no charge in early April once the early sale certificate has been submitted. The customer PO number for the travel cover will be the serial number for the sold unit to make it easy to determine which travel covers are for which boat
- Boats must be registered by May 31, 2024, to be eligible for the travel cover
- Dealer will be debited for the shipped travel covers for any boats that are not registered by May 31, 2024

QUALIFIERS

To participate and receive travel covers, dealer must have a signed 2024 Dealer Agreement with Alumacraft.

ACCESSORY BUNDLE SALES EVENT RULES & CONDITIONS

- Consumer travel cover offer applies only to Model Year 2024 models 17' and larger that are retailed between January 1, 2024, and March 31, 2024.
- Any travel covers requested for units retailed before January 1, 2024, and after March 31, 2024, will be denied.
- Dealers will be debited for any shipped travel covers for boats that are not registered by May 31, 2024.
- All consumers are to receive the travel cover outlined for each model, and a line for the travel cover must be included in the bill of sale.
- Dealers can use travel covers from their inventory in lieu of having travel covers shipped at no charge. If dealer uses travel covers from their inventory, BRP will credit the dealer back at the current dealer price for those products. Products must have been purchased originally from BRP Marine to qualify.

- Credits issued under this promotion and all applicable taxes are the sole responsibility of the consumer and not BRP Marine US Inc., its agents or affiliated companies. Credits may NOT be substituted, transferred, or exchanged for cash.
- It is the dealer's responsibility to ensure that the registration is accepted and reflected in the warranty system within the prescribed timeframe: May 31, 2024.
- Retail sales completed prior to January 1, 2024, and after March 31, 2024, are excluded.
- Previously owned or registered boats are excluded.
- BRP Marine US Inc. reserves the right to conduct audits at its discretion and disqualify any dealer from this sales program if discrepancies are found between dealer sales records and reported sales. BRP may charge back the dealer for all discrepancies. In the case of a claim or dispute concerning this sales program, dealers agree to be bound by these terms and conditions.
- All BRP Marine US Inc. decisions regarding this sales program are final and without appeal.
- Any disputes must be submitted in writing and postmarked no later than 60 days from the end of this sales program. After this time, no disputes will be accepted regardless of the reason. Correspondence may be faxed to 800-360-1100 or directed to: BRP Marketing, ATT: Program Management, 10101 Science Dr., Sturtevant, WI 53177.
- If a dealer participates in this program, it is the dealer's responsibility to follow the rules and complete all necessary steps. BRP Marine US Inc. reserves the right to charge dealers for the full cost of the program if they do not abide by the program rules or if they sell outside of the published program period. For more information, contact your BRP sales representative.