



CO-OP CHECKLIST

GENERAL

- Mark your calendar – pick a date in January, June and October to reach out to your Sales Rep to discuss your available co-op.
- Calendar out your events / marketing efforts. What's going on each month?
- A few questions to ask yourself...
 - What annual or new events do we have for the year? When does it happen?
 - Do we have any ongoing campaigns? What months does it occur?
 - When is the busiest quarter for us?
 - What kind of promotions can we do?
 - What co-branded apparel can we get for our sales team?
 - What digital marketing do we need?
 - How can I take advantage of the Suppliers marketing campaigns or promotions they are running? Dovetail them together?
- Ask Sphere 1 to create a co-op report to help you narrow down which one of your Sphere 1 Suppliers offer a co-op program.
- Check on the Sphere 1 website for the Suppliers Rebate Program for more co-op details.

PAID DIGITAL ADS

- If you're interested in Paid Digital Ads including paid search, display ads / banners, social ads, mobile ads, and email marketing, this typically requires prior approval. Please contact your Sales Rep to understand the requirements ahead of time.
- Common items to be prepared for to submit your internet claims:
 - Current average rates / cost per click / cost per action on your search network.
 - The following "Proof of performance" items might need to be included:
 - Documentation showing click through rates, conversation rates, impressions, reach and dwell time (include desktop vs mobile traffic).
 - For rotating ads and banners, some Suppliers will need to be the only vendor on the rotation.