

**MICKEY THOMPSON**®



MARKETING ALLIANCE PROGRAM

# DOLLAR REWARDS

Lucrative rewards for each Mickey Thompson unit purchased, whether it's a tire or a wheel!



Quarterly Reward Dollars will be credited to your own personalized Mickey Thompson Debit MasterCard®

**SILVER**

**\$3** per unit

Reward based on a minimum of 24 units per quarter

**GOLD**

**\$5** per unit

Reward based on a minimum of 60 units per quarter

**PLATINUM**

**\$7** per unit

Reward based on a minimum of 120 units per quarter

## FREE WITH SIGNUP!

- Aluminum Sign
- 3' x 8' Bay Banner
- Two Mini Banners
- Poster Frame Display
- Countertop Display
- Sold Here Decals
- Catalogs
- Pocket Guide Brochures
- Premium Website Listing
- Free Standing Showroom Display
- Display Tire\*
- Display Wheel\*

\* U.S. Customers Only

**8 UNIT ORDER**

**16 UNIT ORDER**

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

## LOYALTY REWARDS

T-Shirt	10 Pts.
Hat	10
Banner	15
Polo Shirts	25
Aluminum Sign	35
Counter Display	40
Lightweight Jackets	45
Display Wheel	65
Leather Jackets	100
Mounted Display Tire	125
Bumper Display	350
Complete Bumper Display	1,250
Co-op Advertising*	Call
Product for Shop Vehicles	Call
Outdoor Flags	Call
Director's Chairs	Call
Pull Up Banners	Call

Points expire after 24 months.

**PLUS EARN 1 POINT PER UNIT**

Use Loyalty Reward Points for apparel, P.O.P. materials, displays, or co-op advertising.

\* Co-op advertising program limited to balance of points on hand. Earn \$1 co-op per point. Once proof is received, credit will be added to your MasterCard.

# SIGN ME UP!



ALL INFORMATION MUST BE FILLED OUT COMPLETELY TO PROCESS AND START EARNING REWARDS.

LEVEL: (Choose one)

- Silver  Gold  Platinum

DISPLAYS:

- P.O.P. Items only (requires an opening purchase of **8 units** per store)  
 Floor Display w/Tire and Wheel (requires an opening purchase of **16 units** per store)

Tire Model: \_\_\_\_\_ Wheel Model: \_\_\_\_\_

## DEALER INFO

Dealer Name: \_\_\_\_\_

Dealer Address: \_\_\_\_\_

City: \_\_\_\_\_ State/: \_\_\_\_\_ Zip/: \_\_\_\_\_  
 Province Postal Code

Dealer Phone #: \_\_\_\_\_

Contact Name: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**MUST CHOOSE ONE OPTION FOR REWARDS CARD. IF OPTION 1, WE NEED SSN / SIN #. IF OPTION 2, WE NEED A TAX ID #.**

**MUST CHOOSE ONE**

**OPTION 1:**

Rewards Card to Individual: \_\_\_\_\_ SSN/SIN #: \_\_\_\_-\_\_\_\_-\_\_\_\_

**OR**

**OPTION 2:**

Rewards Card to Dealership: \_\_\_\_\_ Fed/BIN #: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

## DESIGNATED WAREHOUSE DISTRIBUTORS INFO

WD Name: \_\_\_\_\_

WD Address: \_\_\_\_\_

City: \_\_\_\_\_ State/: \_\_\_\_\_ Zip/: \_\_\_\_\_  
 Province Postal Code

WD Contact Name: \_\_\_\_\_

Jobber Acct #: \_\_\_\_\_

OFFICE USE ONLY		
WD LOC #	MTMA #	DATE COMPLETED



## MICKEY THOMPSON MARKETING ALLIANCE PROGRAM RULES & CONDITIONS

Mickey Thompson has created a special program, called the Mickey Thompson Marketing Alliance Program (MTMA), to support our warehouse distributors and our new marketing alliance partners. The MTMA program is designed to provide dealers with marketing assistance along with cash-back rewards. The MTMA partners will receive cash back rewards by simply purchasing select Mickey Thompson or Dick Cepek tires and wheels through their designated warehouse distributor and promoting them in their retail store.



### HERE'S HOW IT WORKS:

1. **As a retailer, you sign up for the MTMA through the participating WD of your choice.**
2. **Choose one of the three commitment levels you feel is attainable.**
3. **Place an order for 8 or 16 units.**
4. **Send in a copy of your sign up form and a copy of your order and you will receive special P.O.P. items to tell your customers that you are a dedicated Mickey Thompson retailer.**

Your cash back reward earnings will be based on your quarterly purchases and the participation level you have chosen. Your tire and wheel purchases will be tracked by your WD so there is nothing else you need to do except sell! Here's how the rewards are calculated:

- **SILVER LEVEL** members will receive a \$3.00 per unit reward based on a minimum of 24 units per quarter and an annual commitment of 96 units.
- **GOLD LEVEL** members will receive a \$5.00 per unit reward based on a minimum of 60 units per quarter and an annual commitment of 240 units
- **PLATINUM LEVEL** members will receive a \$7.00 per unit reward based on a minimum of 120 units per quarter and an annual commitment of 480 units.

Reward earnings will be issued on a quarterly basis after WD purchase verification is received. The reward earnings will be issued based on the commitment level selected by the dealer. If the minimum units for that level are not met, no earnings will be issued for that quarter. However, if the dealer makes up for the shortfall in the following quarter, the earnings will be issued to cover the quarter that was short. Purchases in excess of the commitment level will be credited at the actual commitment level. If a higher or lower commitment level is achieved it will be trued up or trued down accordingly at the end of the year. Earnings will be pro-rated from the sign up date. To maximize your reward earnings, don't forget to participate in the "Power Promotions", offered exclusively to MTMA Members.

Rewards are paid quarterly via a personalized Mickey Thompson Debit MasterCard with a credit balance equaling the total of your earned rewards. Rewards earned will be issued to your card two months after the quarter has ended. Example: Rewards earned in the first quarter (January-March) will be issued in May. All return to stock credits will be deducted from your commitment level prior to calculating rewards.

Only Mickey Thompson offers its members "Loyalty Reward Points". As long as you remain a member, in good standing, all units that are purchased will earn 1 point towards your Loyalty Rewards account. Loyalty Reward Points have no cash value but are designed to be used to get specialized Mickey Thompson P.O.P. items for your showroom and your staff. Loyalty Reward Points expire after 24 months after earned quarter. Contact the MTMA manager for redemption.

You have the right to select the participating WD of your choice to enroll you in the MTMA Program. You also have the option to change your WD choice once during the calendar year, but two weeks notice is required in order to make the change. If you do decide to change, please contact your MTMA Manager to request the transfer. Once the request is received in writing and is approved, the transfer will go into effect within 30 days.

If your Assigned Warehouse Distributor does not have the item in stock you may purchase from another Mickey Thompson WD and receive credit towards your units purchased requirement. You must provide proof of purchase from the substitute distributor by submitting a "Non Designated WD Purchase Form" provided by Mickey Thompson, a copy of the original invoice must be submitted and the invoice must include the substitute WD's name and address, along with the part numbers and quantities purchased. These forms must be submitted by the close of the current quarter in order to receive payment for your purchases.

The spirit of the MTMA Program is "Growth". Mickey Thompson expects MTMA Members to maintain or exceed their commitment levels year after year and to capture future M/T business by supporting warranty claims, regardless of purchase origination.

Qualifying members of the program should focus on local retail business, not just internet sales. Only non-direct customers can enroll into the MTMA program. We reserve the right to limit membership to those businesses that meet the spirit of the program by our definition.

Mickey Thompson reserves the right to amend or terminate this program by providing 30 days written notice.

MTMA members reserve the right to terminate this program by providing 30 days written notice.

If you have any questions about the MTMA Program, contact the MTMA Manager at (800) 222-9092 Extension 3720.



## Frequently Asked Questions about MTMA

**Q. IF I ALREADY STOCK M/T INVENTORY, DO I STILL HAVE TO PURCHASE 8 UNITS TO GET ONTO THE PROGRAM?**

A. Yes, to receive all of these great rewards an 8 unit order for each location will be required.

**Q. DOES EACH STORE HAVE TO QUALIFY FOR THE REBATE LEVEL OR IS IT BY THE COMPANY'S OVERALL PURCHASES?**

A. No, the attainment is based on the company's overall purchases.

**Q. IF I COMMIT TO A HIGHER REBATE LEVEL BUT CANNOT MEET THE QUARTERLY UNIT REQUIREMENTS WILL I GET CREDIT AT THE LOWER REBATE LEVEL ATTAINED?**

A. Yes, rewards will be earned only on units purchased and will be received at the end of the 4th quarter. No special promotion rewards will be credited if truing down or up is necessary.

**Q. IF I COMMIT TO A HIGHER LEVEL BUT FIND OUT I CANNOT REACH THE GOAL, CAN I CHANGE THE LEVEL DURING THE YEAR?**

A. No, the level commitment is done on a yearly basis. However, you may have a chance to true down if you maintain the lower level goal.

**Q. IF THE WAREHOUSE DOESN'T HAVE THE PRODUCT AND I HAVE TO GET IT FROM ANOTHER WAREHOUSE, WILL I STILL GET CREDIT FOR THE PURCHASE?**

A. Yes, but you must submit a "Non-Designated WD" form to Mickey Thompson tires, contact us for details.

**Q. WILL M/T DROP SHIP THE PRODUCT DIRECTLY TO ME IF THE WAREHOUSE DOESN'T HAVE IT IN STOCK?**

A. No, please contact us for other recommendations.

**Q. CAN I CHANGE MY WD SUPPLIER?**

A. Yes, this can only be done once per year and will go into effect within 30 days.

**Q. ARE THERE ANY CO-OP FUNDS AVAILABLE TO MTMA MEMBERS FOR ADVERTISING?**

A. No, not as part of the program, but there might be other tools such as Loyalty Reward Points

**Q. CAN I REDEEM LOYALTY REWARD POINTS FOR REWARDS DOLLARS?**

A. No, Loyalty Reward Points are used for specialty P.O.P. items for your showroom, apparel, and co-op advertising.

**Q. DO MY LOYALTY REWARD POINTS EXPIRE?**

A. Yes, Loyalty Reward Points will expire after 24 months from earned quarter.

**Q. IS THERE A WAY TO EARN REWARDS ON UNITS PURCHASED DURING THE QUARTER THAT I WAS SHORT OF MY GOAL?**

A. Yes, you can make up for the shortfall in the following quarter and the earnings will be issued to cover the quarter that was short. However, you can only make up the previous quarters's shortfall.

**Q. DO I HAVE TO SIGN A YEARLY AGREEMENT TO BE ON THE MTMA PROGRAM?**

A. If you maintain your quarterly number, you will automatically be renewed at the same level for the following year. If you cannot maintain your quarterly number, you may be asked to re-sign for the following year.

# POWER PROMOTIONS

Earn **BONUS REWARDS** through our monthly Power Promotions

**DOUBLE REWARDS!**

**TRIPLE REWARDS!**

**SELL 4 GET \$50!**

Every month, a new offer will be emailed to you.

Check your inbox each month for a new offer.

We promise, they'll be great!

**BUY 8 GET 4 FREE!**

## PRODUCT TRAINING



We train you and your employees to successfully sell Mickey Thompson products! Free 24/7 online training available.

### FREE WITH TRAINING



Earn a hat or shirt after completing your Mickey Thompson Certified Expert certificate.



*“ Mickey Thompson’s MTMA program has worked very well for us. The support, the product, and the bonuses that comes with this program makes the line a very profitable line in a time when profit margins are shrinking and customer service from manufactures are down. ”*

**Rick Baylor • Raben Tire / Wheel City • Evansville, IN**

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*“ Love all the Mickey Thompson product, only tires I will sell through my shop! Keep up the good work! Also love the new ET Street R tires, have heard a lot of good things about them and hope to see good results with my customers! ”*

**Harry Hronas • Performance Auto Supply • Mesquite, TX**

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*“ The MTMA Program has helped me in several ways. It allows me to save the customer a few dollars on the price if I need to the lower the price to make the sale. As a business owner, getting the money back from the program every 3 months allows me some free personal spending money. The program has really allowed me a lot of extra money! I wish more of our vendors offered programs like this. ”*

**Charles Potter • CPR Racing • West Columbia, SC**

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*“ The MTMA program has been great for us. Incentives help motivate the sales staff to sell better quality Mickey Thompson and Dick cepek wheels and tires. The MTMA program is just flat out awesome! ”*

**Joel Kinne • Cheney Tire • Watertown, NY**

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*“ The name recognition of Mickey Thompson has opened our market to the off road enthusiast. MTMA has given us a unique tire brand to our customers to compete with the mass marketed tires. We enjoy offering our customer a superior product that makes our customers unique in appearance. ”*

**Mike Smith - Mike Smith Tire Pros - Lumberton, TX**



**FOR MORE INFORMATION CONTACT**  
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[mtma@MickeyThompsonTires.com](mailto:mtma@MickeyThompsonTires.com)