

MEMORANDUM

TO: Standlee Premium Western Forage® Customers
FROM: Standlee Premium Western Forage®
DATE: May 27, 2016
SUBJECT: Sign-up for the 'Premium Performance Demands Premium Forage' Promotion Now!

This is a special and demanding time of the year for horse owners and their animals as they increasingly exercise and show during the Summer months. Our Premium Western Forage® will help their equine athletes and partners perform at peak levels with the optimal nutrition from the forage component of their diet. Take advantage of this promotion to drive awareness of your Standlee product solutions to drive sales for you and 'Premium Performance' in the arena and on the trails for your customers!

Program Details:

- **Timing:** July and August, 2016
- **Support:** Dangler signs, National print and electronic advertising and Promoboxx electronic assets from Standlee
- **Products:** Choose ANY TWO 40 lb. bags or 50 lb. bales or ONE of each from Standlee Premium Western Forage® (Excludes all Straw products or 3 string bales; TWO items max)
- **Price Point:** \$2 OFF price reduction to consumers in-store- Price reduction must be communicated to consumers (IE: signed or other price communication to consumer) (Standlee to match \$1 credit/item sold with \$1 OFF from Retail partner for \$2 OFF; Standlee to provide \$1.25 credit/item sold with external advertising or in-store display)

National Ad and Shelf Dangler Examples



Program Requirements for Dealers:

- Sign-up for program to receive support materials through your Standlee Sales Representatives
- Provide participating store list, promotional time frame and up to 2 promoted items
- Provide sell-through information at the end of the promotional period for credit calculation
- Proof of price reduction at shelf and external advertising or in-store display to receive the appropriate Standlee credit match

Note- This promotion cannot be combined with any other offer or program from Standlee.

Please don't hesitate to contact your Standlee Sales Representative or customer service at 800-398-0819 with any questions.

Thanks and Happy Selling!