

# MEMORANDUM

**TO:** Standlee Premium Western Forage® Customers  
**FROM:** Standlee Premium Western Forage®  
**DATE:** August 16, 2017  
**SUBJECT:** Fill the Barn BUY 4 GET \$10 OFF on all SPWF Products - Signage and Coupons Enclosed

Valued Customer,

The 'Fill the Barn for Winter' BUY 4 GET \$10 OFF on all Standlee products promotion is finally here for a third year in a row! With an extended assortment of Email Blasts, Print and Online Ads, Social Media posts and In-store shelf displays and coupons, we're driving customers to your doors!

Your patrons are preparing for winter and looking to stock up. Standlee is offering \$10 OFF instantly when purchasing 4 qualifying bags or compressed bales. Offer excludes all 2 & 3 string baled products. This promotion runs from October 1, 2017 through November 30, 2017.

This kit includes: 1 'Fill the Barn' sign, 2 'Buy 4 Get \$10' coupon pads, signage instructions (on the back of this memo) and a Standlee Coupon Redemption form. We encourage you to place signage and coupons in high traffic locations where you stock and/or sell Standlee Premium Western Forage items for the duration of the promotion. For the greatest sales impact make sure your sales team and cashiers are informed of this great promotion!

**Coupon Example Below:**



**Examples of Coupons at Shelf or on Pallet Below:**



Additional co-branded marketing assets are available through Standlee's sponsored Promoboxx Application at [www.standleecontent.com](http://www.standleecontent.com). This includes professional and customizable electronic assets via social media posts, e-burst templates, web tiles, web banners and more. All coupon communications (memo, marketing content, redemption form) will also be available on our Standlee Dealer Portal. To register or sign-in go to [standlee4orage.com/dealer-portal](http://standlee4orage.com/dealer-portal). Leverage consumer offer from Standlee Premium Western Forage® by sharing a post and the following URL on your website, social media platforms and email distribution lists: [standlee4orage.com/coupons/fill-the-barn](http://standlee4orage.com/coupons/fill-the-barn)

To sign up for this promotion and/or to receive more information on our support programs please contact your Regional Sales Manager or Standlee Sales Services 800-398-0819.

Thank you for your support and happy selling!