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CBC Introduces New Builder Co-Op Marketing Program

At CBC Steel Buildings, Authorized Builders are more than just our customers, we consider you partners. We are dedicated to helping you succeed in growing your business and want to support your efforts to produce more efficient and effective advertising.

As part of this commitment, we are excited to announce our new [Builder Co-Op Marketing Program](#) to help you invest in the promotion of your company and your partnership with CBC.



Our Co-Op Marketing Program sets aside half of 1 percent of paid building invoices annually for use in your marketing efforts, based on the previous year's shipments.*

What's Covered?

- Advertisements in trade magazines or newspapers
- Outdoor marketing, including billboards & jobsite signs
- Branded Apparel (screen printing or embroidery)
- TV & radio spots
- Online advertising such as banner ads, or paid search campaigns
- Website development (\$1,000/year max.)
- Direct mail
- Professional project photography†
- Certain miscellaneous special promotions
- Print collateral including brochures & flyers
- Large format printing, such as trade show banners
- Other (approved by CBC's marketing department)

*Excludes erection, taxes, freight, and other expenses. The maximum available payout to Builders is \$10,000 per calendar year.

† Must include full usage rights for CBC in addition to Builder.

Important Things to Know

- Your account must be in good standing in order to be eligible for participation in the Co-Op Marketing
- The maximum available payout to Builders is \$10,000 per calendar year.

- Marketing must be pre-approved for reimbursement. An Authorized Builder CBC logo must be included in the marketing to be eligible. Logos may be accessed and downloaded from the Builder Dashboard, or the CBC Marketing Portal.
- CBC reserves the right to decline co-op marketing funds for items that are deemed inappropriate or do not fall within the spirit of the guidelines or the program's mission.
- Co-op marketing must be renewed each year. Funds not utilized for a given year cannot be carried over.
- All use of the CBC Steel Buildings name or logo must be pre-approved by CBC.
- In order to qualify for co-op marketing for web-related costs, the CBC logo must be displayed prominently on the Builder's website, and the Builder must link their website to the CBC website.
- All website costs, if pre-approved, can qualify for co-op dollars up to a maximum of \$1,000 per year



If you have any questions concerning this program, please email marketing@nucorbuildingsgroup.com.