



STEEL BUILDINGS
a **NUCOR**® brand

Co-Op Marketing Program

Our 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 offer a 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 ½ of 1% 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, SEO & digital advertising
- 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 sales & marketing teams)

**Excludes erection, taxes, freight, and other expenses. The maximum available payout to Builders is \$25,000 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 Program.
- The maximum available payout to Builders is \$25,000 per calendar year.
- CBC reimburses 50% of paid vendor invoices for each pre-approved marketing expense.
- All marketing must be pre-approved for reimbursement using the Pre-Approval Request Form. An Authorized Builder CBC Steel Buildings logo must be included in the marketing to be eligible. Logos may be accessed and downloaded from the 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.
- Advertisements and/or marketing materials that include competitor branding or information will not qualify for co-op.
- Co-op marketing must be renewed each year. Funds not utilized for a given year cannot be carried over.
- All use of the CBC name or logo must be pre-approved by CBC.
- In order to qualify for co-op marketing for web development or digital advertising-related costs, the CBC logo must be displayed prominently on the Builder's website, banner ads, or landing pages, and the Builder must link their website or campaign to the CBC Steel Buildings website.

If at any time you have questions concerning this program, please contact your division's Sales Administrator or email marketing@nucorbuildingsgroup.com.

For further info or to access additional marketing tools, logos, and templates, please refer to the Marketing Portal.



Co-Op Marketing Examples



PRINT ADVERTISING



PROMOTIONAL MATERIALS



JOBSITE SIGNS



APPAREL



VEHICLE GRAPHICS

Logo Guidelines

Authorized Builder Logos for Advertising

- Ad copy must state "AUTHORIZED BUILDER".
- Use one of the logos below, or feature "AUTHORIZED BUILDER" in the ad copy.
- Logos are available in .png, .jpg, and .eps or .pdf vector file formats. They may be accessed and downloaded from the Marketing Portal.
- The use of competitor branding will not qualify for co-op.

AUTHORIZED BUILDER



STEEL BUILDINGS
a **NUCOR**® brand

FULL COLOR

AUTHORIZED BUILDER



STEEL BUILDINGS
a **NUCOR**® brand

2-COLOR (GREEN & WHITE)

AUTHORIZED BUILDER



STEEL BUILDINGS
a **NUCOR**® brand

1-COLOR (BLACK & WHITE)



STEEL BUILDINGS
a **NUCOR**® brand

FULL COLOR



STEEL BUILDINGS
a **NUCOR**® brand

2-COLOR (GREEN & WHITE)



STEEL BUILDINGS
a **NUCOR**® brand

1-COLOR (BLACK & WHITE)

Approval & Reimbursement

Step 1: Submit the "Pre-Approval Request for Co-Op Marketing" form

- The pre-approval request form should be submitted throughout the year with each advertising project prior to the project being completed. CBC reserves the right to decline reimbursement for items that have not been pre-approved.
- Follow the instructions on the pre-approval request form and include a summary of the marketing/promotional material as well as the estimated cost.
- Please be sure to include a proof of marketing/promotional material demonstrating that the "Authorized Builder" CBC Steel Buildings logo is being used correctly.
- Upon receipt of the form, we will review and approve it. You will then receive an emailed approval with an authorization number from CBC. Please keep this for your records and reference at the end of the year.

Step 2: Submit the "Annual Request for Co-Op Marketing Reimbursement" form

- The reimbursement request form should be submitted once a year at the end of the year, with copies of all advertising as well as appropriate paid invoices. Your co-op marketing account runs from January 1 through December 31 of each year.
- **NOTE:** The annual request for co-op marketing reimbursement must be submitted by March 31 with the prior year's marketing receipts.
- Simply follow the instructions on the form and include all necessary information. You will receive a reimbursement check or credit to your account if you have an outstanding balance.
- Co-op credit is based on paid CBC invoices. CBC Steel Buildings reserves the right to adjust co-op shipment dollars if ultimate payment is not received or in doubt.
- Reimbursement checks or credits to your account will be issued once per year. Checks or credits will not be issued on a per project basis throughout the course of the year. CBC reimburses 50% of paid vendor invoices for each pre-approved marketing expense.

Pre-Approval Request Form

ONLINE FORM: <https://www.cbcsteelbuildings.com/builder-dashboard/co-op-preapproval>



Date: _____ Period from: _____ to: _____

Builder: _____

Address: _____

City: _____ State: _____ Zip: _____

Submitted by: _____

TYPE OF ADVERTISING	ESTIMATE COST
EXAMPLE <i>JOB SITE SIGNS</i>	EXAMPLE <i>\$1250</i>

Authorized By: _____ *CBC MANAGER*

Authorization #: _____

ATTACH A COPY OF THE MARKETING/ADVERTISING MATERIAL AND SUBMIT WITH THIS FORM.

Request for Reimbursement



ONLINE FORM: <https://www.cbcsteelbuildings.com/builder-dashboard/co-op-reimbursement>

Date: _____ Period from: _____ to: _____

Builder: _____

Address: _____

City: _____ State: _____ Zip: _____

Submitted by: _____

1	Builder Marketing Expenditures	\$
2	50% of Paid Invoices	\$
<i>LINES 3 THRU 7 FOR CBC STEEL BUILDINGS USE ONLY</i>		
3	Total <u>PAID</u> Invoices (<i>Exclusive of erection, taxes, freight, or interest</i>)	
4	Co-Op Multiplier (.005)	
5	Lesser of Line 2 or 4	
6	Other Adjustments	
7	Total Authorized Amount	

Credit Builder in the amount of: _____

Please review account and issue check in the amount of: _____

Charge Code: _____ Approved By: _____

Authorized By: _____ CBC MANAGER

Controller: _____