

BRAND/BUSINESS FUND ALLOCATION

60%

BDF ALLOCATED FOR
BRAND EXPENSES

40%

BDF ALLOCATED FOR
BUSINESS EXPENSES



BRAND ACTIVITIES

Anything promotion and including MICHELIN®, BFGoodrich® and/or UNIROYAL® branding and trademarks to drive traffic and revenue to the retailer is a Brand activity

- Billboards
- Community Sponsorship
- Costume Rental
- Dealer Promotions
- Dealer Website and Related Expenses
- Direct Mail
- Email Marketing
- Enthusiast Events/Tradeshows
- Inflatables
- Inserts/Flyers/Circulars (Print)
- Digital Signage
- Logo Merchandise and Wearables
- Message on Hold
- MICHELIN® Products and Promotional Offers
- MICHELIN® Wiper Blade and Automotive Accessories Program
- Newspaper
- Online Directory Management
- Online Display
- Outdoor Digital display
- Outdoor Signage (Advertising)
- Outdoor Signage (MNA signage on dealer property)
- Program Ads
- Radio
- Retail P.O.P. (Point-of-Purchase Materials)
- Sales Spiff
- SEM/Paid Search
- Showroom Components
- Special Events
- Social Media
- Television
- Text Messaging
- Vehicle Decals



BUSINESS ACTIVITIES

Anything brand-agnostic is a Business activity

- Competitive Retail Price Monitoring
- CRM Software License/Subscriptions
- Dealer Meetings
- Michelin Safety/Outdoor Footwear Program
- Michelin Meetings
- Michelin Training
- Retail P.O.S. Technology
- Showroom Updates
- Tire Mounting and Balancing Equipment
- Tire Shipping Costs (AAD)
- Warranty Processing Equipment

60% or more of your BDF funds must be allocated for Brand Activities

40% or less of your BDF funds may be allocated for Business Activities