

# Current Promos in place – August 2024



## Napoleon Hearth

### Promo: *Altitude Promotion*

Date: August 9 – December 31, 2024

MAP reduction, Consumer promotion

Assets:

- Flyer [click here](#)
- Social Media Images [click here](#)
- 36"/42" Feature Sheets [click here](#)



Altitude Promotion  
August 9 - December 31, 2024

DOCUMENTS NEEDED: Consumer Proof of purchase sales order must be shown during valid promotional dates. Please email to [msmith@afdistributors.com](mailto:msmith@afdistributors.com)

Terms: Dealers will purchase qualifying grills at promotional pricing, and customers will have the chance to enjoy substantial Minimum Advertised Price (MAP) reductions on Altitude Fireplaces. Dealers: use ALTITUDEPROMO24 when ordering product.

Napoleon will actively promote these incredible savings directly to consumers through our media channels, ensuring widespread visibility and driving traffic to your store.

Take advantage of an exclusive promotion on the Altitude Gas Fireplace! For a limited time, this entry-level, full-view fireplace is available at a fantastic price. The Altitude combines stunning craftsmanship with high efficiency and easy installation, making it perfect for customers who want exceptional quality without all the frills.

## American Made Grills

### Promo: *Buy American Promotion*

Date: April 16 – **Sept 2, 2024 – EXTENDED!**

Dealer Promotion/MAP Reduction

Assets: Get [Flyer](#) and [Promo Pricing](#) Here



DOCUMENTS NEEDED: \*\*No claim forms necessary. Please make sure to submit POs using promotional pricing and promotional SKUs when applicable.

Terms: AMG is offering 30% MAP reduction on qualifying Models now through Labor Day 9/2/24. This is a good time to build up on qualifying stock and pass the savings on to your customers. Estate Grills are on a special Promotion, and are featured as a Promotional Model, so be sure to refer to the sheet linked above and order from that price sheet to use the correct SKU.

## Summerset Grills

### Promo: *Alturi Savings Promotion*

Date: April 16 – **Sept 2, 2024 – EXTENDED!**

Dealer Promotion/MAP Reduction

Assets: Get [Flyer](#) and [Promo Pricing](#) Here

DOCUMENTS NEEDED: \*\*No claim forms necessary. Please make sure to submit POs using promotional pricing.

Terms: Summerset is offering up to 30% MAP reduction on Alturi Grills and Side Burners now through Labor Day 9/2/24. This is a good time to build up on qualifying stock and pass the savings on to your customers.



## American Outdoor Grill (AOG)

### Promo: *Free Tool Kit Special Promotion*

Date: April 1 – November 30, 2024

Consumer Promotion

CLAIM Forms DUE NO LATER THAN: **January 31, 2025**

Assets: Get [Flyer](#) and [Claim Form](#) Here

DOCUMENTS NEEDED: Claim form and Consumer Proof of purchase must be shown during valid promotional dates.

Terms: When Consumers Buy an AOG Grill, they can get a FREE Tool Kit (#TK-1, \$110 value)! Offer valid from April 1, 2024 through November 30, 2024 only. Get credit for free item with this claim form and copy of consumer invoice showing qualifying grill purchase and free griddle or AOG Tool Kit. All claims must be submitted by January 31, 2025 in order to receive credit. Dealer must purchase qualifying inventory through AF Distributors to receive credit. Submit form to [msmith@afdistributors.com](mailto:msmith@afdistributors.com) with copies of invoices showing the items were given at no charge.



## Fire Magic

### Promo: *Free Griddle Special Promotion*

Date: April 1 – November 30, 2024

Consumer Promotion

CLAIM Forms DUE NO LATER THAN: **January 31, 2025**

Assets: Get [Flyer](#) and [Claim Form](#) Here

DOCUMENTS NEEDED: Claim form and Consumer Proof of purchase must be shown during valid promotional dates. (see more on next page)



Terms: When Consumers Buy an Fire Magic Echelon, Aurora, or Choice\* Gas Grill, they can get a FREE Choice of 3 Stainless Steel Griddles (#3516A, #3518, #3515A)! Offer valid from April 1, 2024 through November 30, 2024 only. Get credit for free item with this claim form and copy of consumer invoice showing qualifying grill purchase and free griddle. All claims must be submitted by January 31, 2025 in order to receive credit. Dealer must purchase qualifying inventory through AF Distributors to receive credit. Submit form to [msmith@afdistributors.com](mailto:msmith@afdistributors.com) with copies of invoices showing the items were given at no charge.

\* C650i, C540i, and C430i models only.

## Le Griddle

### Promo: MAP reduction

Date: Ongoing – to be determined by manufacturer

CLAIMS DUE NO LATER THAN: **30 days after promotion concludes**

Asset: Le Griddle Spring and Summer Sale Flyer ([get flyer](#))

DOCUMENTS NEEDED: Proof of Consumer Invoice Purchase

#### **Le Griddle Spring and Summer Sale Promo:**

- Lower MAP Pricing on retail sales through for a limited time. ([get flyer](#))
- Le Griddle credits back difference in dealer price vs. original MAP so it costs nothing to participate.
- Offer only for authorized Le Griddle Dealers only ([see list](#)). If the dealer is not authorized, please email [CustomerService@CGProducts.com](mailto:CustomerService@CGProducts.com)
- Email [msmith@afdistributors.com](mailto:msmith@afdistributors.com) with a batch of your sales receipts showing the special MAP price given, the model number of the griddle, customer name and address.
- All items must be listed to receive credit; incomplete submissions will be denied.



## Past promotions but within claim period: July 2024

## Bromic Heating

### Promo: 4<sup>th</sup> of July Promo

Date: June 24 – July 7th, 2024

CLAIM Forms DUE NO LATER THAN: **August 7<sup>th</sup>, 2024**

Asset: Flyer ([get flyer](#))

Web Assets: ([click here](#))

DOCUMENTS NEEDED: Claim form and Proof of Consumer Purchase/Invoice ([get form here](#))

(see more on next page)



**Terms:** 20% off Tungsten Electric, Gas, and Portable Heaters for Consumers via MAP reduction on qualifying units. All Tungsten SKUs are part of the promotion. Accessories are not included.

Dealers must fill out all transactions on one claim form and send them to [msmith@afdistributors.com](mailto:msmith@afdistributors.com) along with corresponding consumer invoices.

Bromic will credit dealers 10% rebate of qualified items sold during promotional period through AF Distributors. Please allow up to 30 days for AF Distributors to issue credit to dealer account.