

# Current Promos in place – December 2024



## Napoleon Grill

### **Promo: Black Friday Cyber Monday Sale**

Date: November 21 – December 5, 2024

Assets: [get assets](#)

Flyer: [Flyer with List of Qualifying Grills](#)



No claims or credits are required as this is MAP drop promotion only.

**Terms:** The Black Friday Cyber Monday Promotion will run from November 21 - December 5, 2024 in Canada and the US only. This is a MAP drop promotion offering customers up to 10% off select Prestige® grills and 15% off other select Napoleon grills and accessories. See Flyer with Qualifying Grills for details.

## Bromic Heating

### **Promo: Black Friday/Cyber Monday Promo**

Date: November 23 – December 7, 2024

CLAIM Forms DUE NO LATER THAN: **January 7, 2025**

Asset: Flyer and Claim Form ([get flyer](#))



DOCUMENTS NEEDED: Claim form and Proof of Consumer Purchase/Invoice

**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 50% sell through credit on savings of qualified items sold during promotional period through AF Distributors. See Claim form for example. Please allow up to 30 days for AF Distributors to issue credit to dealer account.

## Primo Ceramic Grills

### **Promo: 20% MAP DROP**

Date: November 28 – December 31, 2024

Assets: Get Flyer [Here](#)

**Terms:** Primo will be temporarily adjusting their MAP policy and Dealers may offer up to 20% off of MSRP. All Discounts are at Dealer's discretion; no reimbursements will be issued.



## Bromic Heating

### Promo: *Christmas & New Year Promo*

Date: December 21, 2024 – January 4th, 2025

CLAIM Forms DUE NO LATER THAN: **February 4th, 2025**

Asset: Flyer and Claim Form (coming soon)

DOCUMENTS NEEDED: Claim form and Proof of Consumer Purchase/Invoice

**Terms:** 20% off Tungsten Portable Heaters for Consumers via MAP reduction on qualifying units within promotional period. 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 50% sell through credit on savings of qualified items sold during promotional period through AF Distributors ( $\$208.80 * 50\% = \$104.40$  credit to dealer). Please allow up to 30 days for AF Distributors to issue credit to dealer account.



## Montigo Fireplaces

### Promo: *\$100 Savings Promo*

Date: November 1 – December 31, 2024

Assets: none

Dealer Claim Form: <https://www.empireinsider.com/library/limited-time-offers-100-fall-promo/>

\*W-9 and Invoice are required for Dealer Claim form. \*

#### Terms:

From now through December 31, 2024, we are offering consumers \$100 off on any Serialized Montigo Product.

**How do consumers receive the coupon?** Consumers can easily obtain the coupon by completing the form on the Montigo website, which will be sent directly to their email.

**How does the dealer apply the coupon?** Consumers will be notified to present the coupon from their email to the dealer at the time of purchasing a Montigo product.

**How will the dealer receive the discount on the purchase?** Once the transaction is finalized and the dealer form has been completed by the dealer, Montigo will process a refund of the coupon value back to the dealer.



## RealFyre

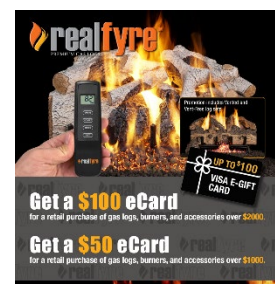
### Promo: *E-gift card promo*

Date: October 1 – December 31, 2024

Asset: RF 2024 Mail in Rebate Flyer ([get flyer](#))

For e-Gift Card, go to <https://www.realfyre.com/gift-card-claim/>

CLAIMS DUE NO LATER THAN: March 31, 2025



## Terms:

Get a \$100 eCard for retail purchases of gas logs, burners, and accessories over \$2,000.

Get a \$50 eCard for retail purchases of gas logs, burners, and accessories over \$1,000.

Consumer purchases a vented or vent free Real Fyre gas log set along with a remote-control system and will receive a \$50 e-gift card as a rebate. Customer goes to <https://www.realfyre.com/gift-card-claim/> to fill out information in order to receive gift card.

Purchase must be made during promotion period (Oct 1, 2024 to Dec 31, 2024)

- \* Limit 1 gift card per household.
- \* For residential purchases in the US & Canada only.
- \* **Copy of sales receipt and serial number of burner are required.**
- \* Real Fyre products with remote control only.
- \* Match lit, manual control and Fyreside products not included.
- \* Rebate will be given as an electronic Visa gift card.
- \* All Claims must be submitted by March 31, 2025

## Valcourt Fireplaces

### Promo: Fall Promo

Date: September 15<sup>th</sup> – December 31<sup>st</sup>, 2024

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



DOCUMENTS NEEDED: Opt-In Form ([get form here](#)) and Proof of Consumer Purchase/Invoice

Consumer Claim form: [WWW.VALCOURTINC.COM/EN/PROMOTIONS](http://WWW.VALCOURTINC.COM/EN/PROMOTIONS)

**Terms:** When Customers purchase a Valcourt Fireplace, and fill out the qualifying information online, they will receive a Valcourt Plush Throw AND their choice of **Option A:** Equis Log Holder/Papyrus Tool Set or **Option B:** Fusio Log Holder/Papyrus Tool Set.

- Online Claims only. Promotions must be claimed no later than 2-28-2025.
  - Approximate value of Option A: \$569.00, Option B: \$669.00
  - Only dealers who have a minimum of 3 SBI units displayed in their showrooms are eligible to opt-in to the 2024 Fall Promotion and to receive the benefits listed above.
1. Fill out the attached '2024 Fall Promo Opt-In Form', select your Promotional Package and send it back to your Valcourt distributor or to SBI Customer Service (direct accounts). Promotional Package fees will be deducted from your COOP balance. Dealers must physically display the promotional items to be eligible.
  2. Receive your 2024 Fall Promo package that includes five (5) promotional danglers, along with your accessories package order.
  3. Highlight our exclusive offer in-store and grab the opportunity to provide exceptional value to your customers.

The promotional item(s) will be sent directly to the dealer location by SBI's Customer Service team upon reception of the completed claim form. Please send one filled-out form per dealer location to SBI ([sac@sbi-international.com](mailto:sac@sbi-international.com)). Display package fees will be calculated based on the MSRP pricing minus your standard discount and deducted from your COOP balance.

# Osburn Stoves & Fireplaces

## Promo: **Fall Promo**

Date: September 15<sup>th</sup> – December 31st, 2024

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



DOCUMENTS NEEDED: Opt-In Form ([get form here](#)) and Proof of consumer Invoice

Consumer Claim form: [Osburn Fall Promo Consumer Online Claim Form](#)

**Terms:** When Customers purchase a Osburn Unit, and fill out the qualifying information online, they will receive their choice of a FREE **Option A:** Papyrus Tool Set, **Option B:** Ash Vacuum Cleaner, or **Option C:** Start-Up Kit.

- Online Claims only. Promotions must be claimed no later than 2-28-2025.
  - Approximate value of Option A: \$269.00, Option B: \$139.00, Option C: \$279.00
  - Only dealers who have a minimum of 3 SBI units displayed in their showrooms are eligible to opt-in to the 2024 Fall Promotion and to receive the benefits listed above.
1. Fill out the attached '2024 Fall Promo Opt-In Form', select your Promotional Package and send it back to your Osburn distributor or to SBI Customer Service (direct accounts). Promotional Package fees will be deducted from your COOP balance. Dealers must physically display the promotional items to be eligible.
  2. Receive your 2024 Fall Promo package that includes five (5) promotional danglers, along with your accessories package order.
  3. Highlight our exclusive offer in-store and grab the opportunity to provide exceptional value to your customers.

The promotional item(s) will be sent directly to the dealer location by SBI's Customer Service team upon reception of the completed claim form. Please send one filled-out form per dealer location to SBI (sac@sbi-international.com). Display package fees will be calculated based on the MSRP pricing minus your standard discount and deducted from your COOP balance.

# Napoleon Hearth

## Promo: **Altitude Promotion**

Date: August 9 – December 31, 2024

MAP reduction, Consumer promotion



Assets:

**Altitude Promotion**  
August 9 - December 31, 2024

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

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.

## 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: November 2024**

## 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**

See next page:

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.

## Bromic Heating

### Promo: *Dollar Days Promo*

Date: September 15<sup>th</sup> - November 15<sup>th</sup>, 2024

CLAIM Forms DUE NO LATER THAN: **December 15<sup>th</sup>, 2024**

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



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

**Terms:** Purchase any SmartHeat Platinum Gas Heater and get any gas series ceiling mount pole or gas platinum series heat deflector for only a dollar. See Flyer for SKU list.

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. Heater must be purchased in same transaction as accessories to receive promotional price. Credit issued to dealers on qualified items sold during promotional period through AF Distributors. Please allow up to 30 days for AF Distributors to issue credit to dealer account.

## Summerset Grills

### Promo: **Fall 2024 Promotion**

Date: 9/16/24 - 11/30/24

Dealer Promotion/MAP Reduction: Oven and Griddle Pro

[Click for Flyer and Claim Form Here](#)



Terms:

- **Summerset Freestanding Oven:** Save \$100 off MAP, now **\$1599**, and receive a **FREE Pizza Stone Kit (SSTOAK-1)** valued at **\$161**. (SS-OVFS-NG or SS-OVFS-LP)
- **Summerset Built-In Oven:** Save \$50 off MAP, now **\$1249**, and receive a **FREE Pizza Stone Kit (SSTOAK-1)** valued at **\$161**. (SS-OVBI-NG or SS-OVBI-LP)
- **Summerset Griddle Pro:** Save \$350 off MAP on the Griddle Pro, now **\$1999**. Available in both LP and NG options (GRIDPRO-LP or GRIDPRO-NG)
- **Summerset Griddle Pro Freestanding:** Save \$550 off MAP on the Griddle Pro on a cart, now **\$2798**. Available in both LP and NG options (GRIDPROFS-LP or GRIDPROFS-NG + CART-GRID30)

## Majestic Products

### Promo: **2024 Fall Gas Insert Promotion**

Date: September 16 – **November 3, 2024 EXTENDED**

Consumer promotion, Buy Insert, Get Liner Credited

Assets:

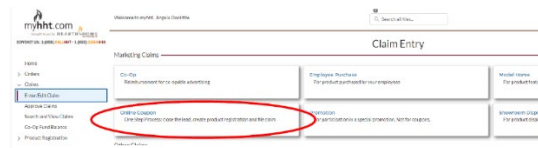
- Fall Gas Insert Promo Playbook [click here](#)
- Digital Assets [click here](#)
- Social Media Toolkit [click here](#)



DOCUMENTS NEEDED: Claims must be submitted online to myhht.com by December 31, 2024

Submitting a coupon claim will close the lead, create a product registration, and kick off reimbursement.

- When you make the sale don't forget to submit the claim!
- To receive reimbursement, you will need to submit a claim on myhht. Start by selecting "Claims", then "Enter Claim" from the left menu bar. Then click "Online Coupon" under Marketing Claims.



Terms: Your consumer saves up to \$650 by receiving their liner kit at no cost. HHT will provide 50% off your cost of the following liner kits: LINK-DV30B, LINK-DV4-30B, LINKSQB-DV30, LINKSQB-DV4-30, LINKSQC-DV30. For Complete Details on Promo and Submission, please refer to the playbook link located above.