

## Current Promos in place – May 2024



### Napoleon BBQ

#### **Promo: *Fire It Up Wave 2 Event***

Date: May 15 – June 11, 2024

MAP reduction, Consumer promotion



Assets: [Qualifying Grill List](#) and Social Media [Assets 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 can take advantage of substantial MAP reductions on selected [Rogue SE](#), [Rogue XT](#), [Rogue](#), and [Freestyle](#) grills as part of the [extended Fire It Up promotion](#)! These discounts range from \$50 to \$150, ensuring unbeatable savings for your customers.

Napoleon is committed to actively promoting these offers through digital channels, boosting visibility and driving sales to your doorstep.

### Napoleon BBQ

#### **Promo: *Summer Savings Event***

Date: May 15 – July 9, 2024

MAP reduction, Consumer promotion



Assets: [Qualifying Grill List](#) and Social Media [Assets 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 selected [Prestige](#), [TravelQ](#), and [Charcoal](#) grills, with discounts of up to \$150 off. Napoleon will actively promote these incredible savings directly to consumers through our media channels, ensuring widespread visibility and driving traffic to your store. Napoleon will also be mailing POP kits with hang tags and a poster to promote this event in your store!

## Wildfire Outdoor Living

### Promo: **Double Side Burner Promotion**

Date: April 15 – May 15, 2024

Dealer/ Consumer Promotion

Assets: Get [Flyer](#) Here



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

Terms: When Consumers Buy a Ranch Pro 36" or 42" Gas Grill, they can get a FREE Ranch Pro Double Side Burner!

Offer valid from April 15, 2024 through May 15th only. Use promo code WFSPRINGPROMO2024 on all orders. Get credit for free item by submitting copy of consumer invoice showing qualifying grill purchase and free side burner given at time of purchase, and submit to [msmith@afdistributors.com](mailto:msmith@afdistributors.com).

All claims must be submitted before May 16th, 2024 in order to receive credit. Dealer must purchase qualifying inventory through AF Distributors to receive credit.

## American Made Grills

### Promo: **Buy American Promotion**

Date: April 16 – July 16, 2024

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 through 7/16/24. 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 – July 16, 2024

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 through 7/16/24. 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.

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: April 2024

### American Made Grills

#### **Promo: Spring Kickoff 2024 Promotion**

Date: March 11 – April 15, 2024

Consumer Promotion

CLAIM Forms DUE NO LATER THAN: **May 31, 2024**

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

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

Terms: This promotion allows consumers to receive a rebate of \$250 or \$500 via Amex Gift Card with the purchase of qualifying AMG Hybrid Encore or Muscle Grills. Completed claim forms must be submitted to [msmith@afdistributors.com](mailto:msmith@afdistributors.com) with consumer proof of purchase and AF Distributors invoice.



### Summerset Grill

#### **Promo: Spring Kickoff 2024 Promotion**

Date: March 11 – April 15, 2024

Consumer Promotion

CLAIM Forms DUE NO LATER THAN: **May 31, 2024**

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 a Summerset Built-In (SS-OVBI) or Freestanding Oven (SS-OVFS), they can get a FREE 8-piece Outdoor Oven Pizza Stone Kit (SSTOAK)! Proof of Purchase during valid promotional dates must be shown in order to qualify. Please email [msmith@afdistributors.com](mailto:msmith@afdistributors.com) with copy of the completed claim form, consumer proof of purchase, and AF Distributors invoice. Claims due no later than 05/31/2024.

