

# Current Promos in place – November 2023



## Primo Ceramic Grills

### **Promo: Turkey Day Promotion/ Nov 2023**

Date: November 1 – November 24, 2023

Consumer promotion

Asset: Flyer/Social Media assets ([click here](#))



Terms: Purchase a Large, X-Large or X-Large JD Grill and get a FREE Ceramic Sitter, Thermometer, Primo Rub, PLUS a Visa Gift Card to cover the cost of your bird!

Consumers: Scan the QR code at your participating dealer and fill out the information requested, including serial number of product purchased. Valid proof of purchase is required. Sale must occur between November 1-24, 2023 <https://www.primogrill.com/promo-redemption.html>

## **PRIMO BLACK FRIDAY/CYBER MONDAY UPDATE – REDUCED MAP!**

From Friday, November 24th through Monday, November 27th, we're offering all our dealers the opportunity to advertise Primo grills and accessories at prices up to 10% off current list pricing.

## Bromic Heating

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

Date: November 13 – December 1, 2023

CLAIM Forms DUE NO LATER THAN: **December 31, 2023**

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

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

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



**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.

## NAPOLEON BBQ

### Promo: Black Friday/Cyber Monday MAP Reduction

Date: November 21, 2023 – November 28, 2024

CLAIMS DUE NO LATER THAN: **No claim form needed**

Assets: Qualifying Grill Information and Details Sheet ([get here](#))

Social media and web assets: [get assets here](#)

DOCUMENTS NEEDED: MAP Reduction; No claims or credits are required to take advantage of this promotion.

The Black Friday/ Cyber Monday Event is running from November 21-28, 2023. This promotion offers 10-15% off Napoleon grills, accessories and more! This event is a MAP reduction promotion, giving dealers the opportunity to participate in the Black Friday sales period, incentivizing consumers to buy Napoleon. No claims or credits are required to take advantage of this promotion.



## Summerset

### Promo: 2023 Holiday Promotions

Date: November 20 – December 22, 2023

CLAIM Forms DUE NO LATER THAN: **January 10, 2024**

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

Social Media Assets: ([get here](#))

DOCUMENTS NEEDED: Claim form and Proof of Consumer Purchase/Invoice Proof of purchase must be shown during valid promotional dates. ([get form here](#))

#### Terms:

##### **Sizzler Built-In Grill – 26”, 32”, or 40”**

Purchase a Sizzler Built-In Grill 26”, 32”, or 40” and receive a FREE Sizzler Double Side Burner (SIZSB2-LP/SIZSB2-NG - \$595 value)

##### **SS Built-In Oven Reduced MAP - \$1249 (\$250 OFF MAP)**

Purchase a Summerset Built-In Oven (SS-OVBI-LP/SS-OVBI-NG) and receive a FREE 8-piece Outdoor Oven Pizza Stone Kit (SSTOAK-1, \$161 value).

##### **SS Freestanding Oven Reduced MAP - \$1599 (\$250 OFF MAP)**

Purchase a Summerset Freestanding Oven (SS-OVFS-LP/SS-OVFS-NG) and receive a FREE 8-piece Outdoor Oven Pizza Stone Kit (SSTOAK-1, \$161 value).



# American Made Grill

## Promo: 2023 Holiday Promotions

Date: November 20 – December 22, 2023

CLAIM Forms DUE NO LATER THAN: **January 10, 2024**

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

Social Media Assets ([get here](#))

DOCUMENTS NEEDED: Claim form and Proof of Consumer Purchase/Invoice Proof of purchase must be shown during valid promotional dates. ([get form here](#))

### Terms:

#### Reduced MAP on the 30", 36" and 42" Estate Grill (Built-in and Freestanding) - \$1,000 Off MAP

- 30" Estate Built-In (EST30-LP/EST30-NG) - Reduced MAP is \$4,550
- 30" Estate Freestanding (ESTFS30-LP/ESTFS30-NG) - Reduced MAP is \$6,098
- 36" Estate Built-In (EST36-LP/EST36-NG) - Reduced MAP is \$6,240
- 36" Estate Freestanding (ESTFS36-LP/ESTFS36-NG) - Reduced MAP is \$8,406
- 42" Estate Built-In (EST42-LP/EST42-NG) - Reduced MAP is \$6,960
- 42" Estate Freestanding (ESTFS42-LP/ESTFS42-NG) - Reduced MAP is \$9,298



[Continued on next page...](#)

#### Reduced MAP on the 54" Encore and Muscle Grill (Built-in and Freestanding) - \$2,000 Off MAP

- 54" Encore Built-In (ENC54-LP/ENC54-NG) - Reduced MAP is \$10,900
- 54" Encore Freestanding (ENCFS54-LP/ENCFS54-NG) - Reduced MAP is \$16,622
- 54" Muscle Built-In (MUS54-LP/MUS54-NG) - Reduced MAP is \$10,900
- 54" Muscle Freestanding (MUSFS54-LP/MUSFS54-NG) - Reduced MAP is \$16,622



# NAPOLEON BBQ

## Promo: Rogue Madness

Date: November 1, 2023 – January 3, 2024

CLAIMS DUE NO LATER THAN: **No claim form needed**

Assets: Rogue Madness Information Form ([get here](#))

Social media and web assets: [get assets here](#)

DOCUMENTS NEEDED: MAP Reduction; No claims or credits are required to take advantage of this promotion.

The Rogue Madness Event, running from November 1, 2023, to January 3, 2024, offers a \$100 discount on the RXT425SIBPK-1. **Additionally, for Black Friday (November 15 - November 30, 2023), we're providing an extra \$50 discount, totaling \$150 in savings.** This event is a MAP reduction promotion,



giving dealers the opportunity to reduce their grill inventory. No claims or credits are required to take advantage of this promotion.

## NAPOLEON BBQ

### Promo: Fall Outdoor Kitchen Event

Date: October 5 – November 29, 2023

CLAIMS DUE NO LATER THAN: **January 29, 2024**

Assets: Fall Outdoor Kitchen event flyer with submission form ([get here](#)),

Social media assets: [get assets here](#)

DOCUMENTS NEEDED: Submission form and Proof of Consumer Purchase/Invoice. Fill out submission form and email to [msmith@afdistributors.com](mailto:msmith@afdistributors.com)



MSRP <small>(Value before taxes)</small>	Rebate Amount
\$2,000 - \$3,499	SAVE \$200
\$3,500 - \$4,999	SAVE \$400
\$5,000+	SAVE \$500



Consumer buys the following dollar value (before taxes) in Napoleon OASIS™ Cabinets or Built-in products and receives the corresponding rebate amount instantly in-store. The dealer then submits a claim to their distributor who submits a claim to Napoleon to credit back 34% of the instant rebate cost to the distributor.

## American Fyre Designs

### Promo: AFD Black Friday Promo

Date: November 1 – December 31, 2023

CLAIMS DUE NO LATER THAN: **January 31, 2024**

Assets: Black Friday Deal flyer and Submission form ([get here](#)),

DOCUMENTS NEEDED: Submission form and Proof of Consumer Purchase/Invoice. Fill out submission form and email to [msmith@afdistributors.com](mailto:msmith@afdistributors.com)

**FREE** Vinyl Protective Cover with purchase of any AFD fire feature.

#### Terms:

Get credit for free Vinyl Protective Cover with claim form and copy of consumer invoice showing qualifying fire feature purchase and free vinyl cover.



Copy of consumer invoice along with this form may be submitted to [msmith@afdistributors.com](mailto:msmith@afdistributors.com). Invoice Must show an AFD fire feature and the Vinyl Protective Cover given to consumer at no charge sold between November 1, 2023 and December 31, 2023.

## American Outdoor Grill

### Promo: AOG Black Friday Promo

Date: November 1 – December 31, 2023

CLAIMS DUE NO LATER THAN: **January 31, 2024**

Assets: Black Friday Deal flyer and Submission form ([get here](#)),

DOCUMENTS NEEDED: Submission form and Proof of Consumer Purchase/Invoice. Fill out submission form and email to [msmith@afdistributors.com](mailto:msmith@afdistributors.com)

**FREE** 4-pc BBQ Tool Kit #TK-1 (a \$110 value) with purchase of any AOG grill.

#### Terms:

Get credit for free BBQ Tool Kit with claim form and copy of consumer invoice showing qualifying grill purchase and free BBQ Tool Kit.

Copy of consumer invoice along with this form may be submitted to [msmith@afdistributors.com](mailto:msmith@afdistributors.com). Invoice Must show an AOG grill purchase and the AOG BBQ Tool kit given to consumer at no charge sold between November 1, 2023 and December 31, 2023.



## Fire Magic Grills

### Promo: Fire Magic Black Friday Promo

Date: November 1 – December 31, 2023

CLAIMS DUE NO LATER THAN: **January 31, 2024**

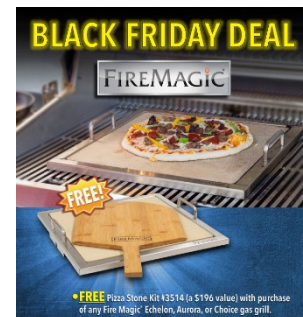
Assets: Black Friday Deal flyer and Submission form ([get here](#)),

DOCUMENTS NEEDED: Submission form and Proof of Consumer Purchase/Invoice. Fill out submission form and email to [msmith@afdistributors.com](mailto:msmith@afdistributors.com)

**FREE** Pizza Stone Kit #3514 (a \$196 value) with purchase of any Fire Magic® Echelon, Aurora, or Choice gas grill.

#### Terms:

Get credit for free Pizza Stone Kit with claim form and copy of consumer invoice showing qualifying grill purchase and free Pizza Stone Kit.



Copy of consumer invoice along with this form may be submitted to [msmith@afdistributors.com](mailto:msmith@afdistributors.com). Invoice Must show an FM grill purchase and the FM Pizza Stone Kit given to consumer at no charge sold between November 1, 2023 and December 31, 2023.

## RealFyre

### Promo: \$50 E-gift card promo

Date: October 1 – December 31, 2023

Asset: RF 2023 Mail in Rebate Flyer ([get flyer](#))

For \$50 Gift Card, go to <https://www.realfyre.com/gift-card-claim/>

CLAIMS DUE NO LATER THAN: March 31, 2024



#### Terms:

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, 2023 to Dec 31, 2023)

- \* 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, 2024

## NAPOLEON Hearth

### Promo: Power of Fire Promotion

Date: September 14 – November 15, 2023 **EXPIRED**

CLAIMS DUE NO LATER THAN: **December 15, 2023**

Asset: Power of Fire Promo and Qualifying Model Sheet (p. 4) ([get details here](#))

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

During our promotion, consumers will earn an instant rebate on qualifying purchases. Napoleon will fund 60% of the rebate back to the Distributor, Distributors will fund 20% and your dealers will also fund 20%. Additionally, Napoleon will make a donation to a charity for every purchase, further supporting the Power of Fire initiative. By participating, you show your commitment to improving the health of others!

#### How it Works:

1. Consumers purchase qualifying products to earn a rebate



- Dealers provide the full rebate instantly to consumers. Napoleon will fund the Distributor 60%, the Distributor will fund 20%, and the Dealer will fund 20%
- Dealers submit claims with receipts/invoices to the Distributor by December 15, 2023
- The Distributor completes a submission form with qualifying purchases and sends it to Napoleon along with invoices/receipts by January 15, 2024
- Napoleon validates the claims and reimburses the Distributor 60% of all approved rebates. Credits will be refunded no later than February 15, 2024
- Distributor reimburses participating Dealers 80% of the total rebate amounts
- Napoleon donates \$25 for each qualifying purchase to a charity

## Promo: Wood Burner Promotion – MAP DROP

Date: August 1 – November 30, 2023

We are also offering a lowered MAP to boost sell-through, allowing consumers to save up to 20%. Don't miss the opportunity to take advantage of this limited-time promotion, No forms needed.



## Napoleon BBQ /AF Distributors

### Promo: "Built Better, No Bull" Promotion

Date: **EXTENDED** August 29 – **December 31, 2023**

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



Buy **10** of any combination above Prestige 500, Prestige Pro 500 or 665 Built in Grills, Get 5% discount over 90-day terms. OR Buy **5** of any combination above Prestige 500, Prestige Pro 500 or 665 Built in Grills, Get 3% discount over 60-day terms.

#### TERMS:

- Now through October 31, 2023
- ACH or Check payments only
- Not eligible with any prepaid freight programs.
- Built -in grills only

## Le Griddle

### Promo: *Spring Summer Sale*



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 2023**

**None at this time. Cheers!**