

Current Promos in place – September 2023

AMERICAN-MADE-GRILLS

SUMMERSET

AMG Grills / Summerset Grills

Promo: *Third Quarter Consumer Promotion*

Date: July 1 -September 30, 2023

CLAIMS DUE NO LATER THAN: **October 13, 2023**

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

Summerset Flyer ([get flyer here](#))



DOCUMENTS NEEDED: Claim form and Proof of Consumer Purchase ([Get AMG/SS Claim Form Here](#)) Dealers must fill out all transactions on one claim form and send them to msmith@afdistributors.com along with corresponding consumer invoices.

TERMS: *Purchase Select Built-In Summerset Grill Heads (TRLD44, Sizzler Pro 40", Sizzler 40") or AMG Grill Heads (Muscle, Encore, Estate) and RECEIVE A FREE BUTCHERBOX (valued up to \$145), plus reduced MAP – see below for qualifying grills and itemized MAP reductions. *Requires Proof of Purchase. ButcherBox will be shipped directly to the consumer within 30 days of proof of purchase.*

TRLD 44

\$150 Off MAP + Party Time Grill Box (\$145 Value), Promo MAP \$4445

Sizzler Pro 40"

\$125 Off MAP + Tailgate Time Box (\$95 Value), Promo MAP \$2540

Sizzler 40"

\$100 off MAP + Tailgate Time Box (\$95 value), Promo MAP \$2080

Encore 54"

\$500 Off MAP + Ultimate Grill Box (\$200 Value), Promo MAP **\$12,400**

Muscle 54"

\$500 Off MAP + Ultimate Grill Box (\$200 Value), Promo MAP **\$12,400**

Estate 42"

\$200 Off MAP + Party Time Grill Box (\$145 Value), Promo MAP **\$7,760**

Continued...

RH Peterson: Firemagic and AOG

Promo: *Magic Days of Summer Promo Program*

Date: **EXTENDED** April 1st – Sept. 30th, 2023

CLAIMS DUE NO LATER THAN: **October 31st, 2023**

Asset: Magic Days of Summer Flyer: ([get flyer here](#))



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

TERMS -

- FREE Gourmet Stainless Steel Cooking Griddle (up to \$747 value) with purchase of any Fire Magic® Echelon, Aurora, Choice*, or AOG gas grill. ([get claim form](#))
 - *CHOICE - C650i, C540i, and C430i models only.

Get credit for free griddle with this claim form and copy of consumer invoice showing qualifying grill purchase and free griddle. All claims must be submitted by October 31st, 2023 in order to receive credit. Submit form to msmith@afdistributors.com with copies of invoices showing the items were given at no charge.

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
- Email 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.

Napoleon BBQ

Promo: **“Built Better, No Bull” Promotion**

Date: August 29 – October 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

NAPOLEON Hearth

Promo: *Power of Fire Promotion*

Date: September 14 – November 15, 2023

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

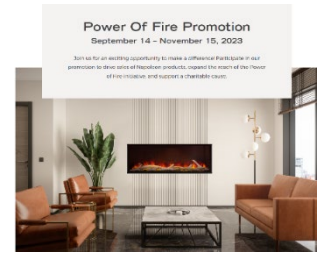
Asset: Power of Fire Promo and Qualifying Model Sheet (p. 4) ([get details here](#))

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:

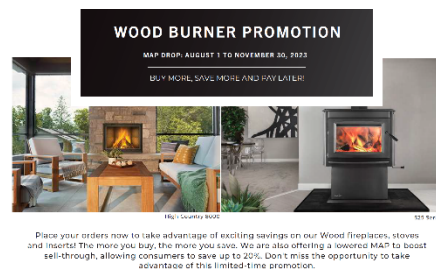
1. Consumers purchase qualifying products to earn a rebate
2. Dealers provide the full rebate instantly to consumers. Napoleon will fund the Distributor 60%, the Distributor will fund 20%, and the Dealer will fund 20%
3. Dealers submit claims with receipts/invoices to the Distributor by December 15,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



Promo: *Wood Burner Promotion – MAP DROP*

8. 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



Past promotions but within claim period: September 2023

Bromic Heating

Promo: *2023 Fall Promotion*

Date: August 28 - September 11, 2023 - *expired*

CLAIMS DUE NO LATER THAN: **October 11, 2023**

Asset: Bromic Flyer and Assets ([get flyer here](#))



DOCUMENTS NEEDED: Claim form and Proof of Consumer Purchase ([Get Claim Form Here](#)) Dealers must fill out all transactions on one claim form and send them to msmith@afdistributors.com along with corresponding consumer invoices.

TERMS: 20% off Tungsten Electric and Tungsten Portable Heaters for Consumers via MAP reduction on qualifying units. All Tungsten electric and Tungsten Portable SKUs are part of the promotion. Gas wall mount units are not included. 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

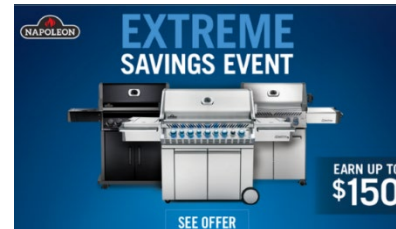
Promo: *Extreme Savings Event* – EXPIRED

Date: May 18 – *July 27, 2023*

CLAIMS DUE NO LATER THAN: **September 27, 2023**

Asset: Napoleon Extreme Savings Event Assets ([get assets here](#))

[Get Qualifying Model Sheet here](#)



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

- Consumer buys the following Napoleon Gas Grills 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. Distributor will contribute 33% and dealer will contribute 33%.