

Current Promos in place – September 2024



Updated 9-24-24

Valcourt Fireplaces

Promo: **Fall Promo**

Date: September 15th – December 31st, 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

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:** Equiss 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). 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 15th – 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](#) Continued >>

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.

Bromic Heating

Promo: *Dollar Days Promo*

Date: September 15th - November 15th, 2024

CLAIM Forms DUE NO LATER THAN: **December 15th, 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 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.

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

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.

Promo: *Warm Hearts & Healthy Homes Promo through Power of Fire Study Campaign*

Date: September 17 - November 15, 2024

Fundraising Campaign

Assets:

- Assets [click here](#)
- Warm Hearts Healthy Homes Overview [click here](#)



Overview

Team up with Napoleon for a great a cause! Napoleon will donate \$25 to the American Heart Association's Life Is Why® Campaign for every fireplace you sell during our campaign period, pledging a total of \$25,000.

Campaign Objectives

Drive Sales: Your customers will be motivated to purchase a Napoleon Fireplace knowing their purchase supports heart health.



DOCUMENTS NEEDED: Every Napoleon fireplace sold during this campaign period qualifies. You will be sent a form at the end of the promotion to submit your total number of sales. No invoices/submission forms will be required. It's as easy as that!

Terms: Team up with Napoleon for a great a cause! Napoleon will donate \$25 to the American Heart Association's Life Is Why® Campaign for every fireplace you sell during our campaign period, pledging a total of \$25,000.

Campaign Objectives:

- Drive Sales: Your customers will be motivated to purchase a Napoleon fireplace knowing their purchase supports heart health.
- Leverage the Power of Fire Study: Share our research results that suggest fireplaces can reduce blood pressure.
- Create a Positive Impact: You are actively contributing to a cause and making a meaningful difference in your community.

Majestic Products

Promo: 2024 Fall Gas Insert Promotion

Date: September 16 – October 13, 2024

Consumer promotion, Buy Insert, Get Liner Credited

Assets:

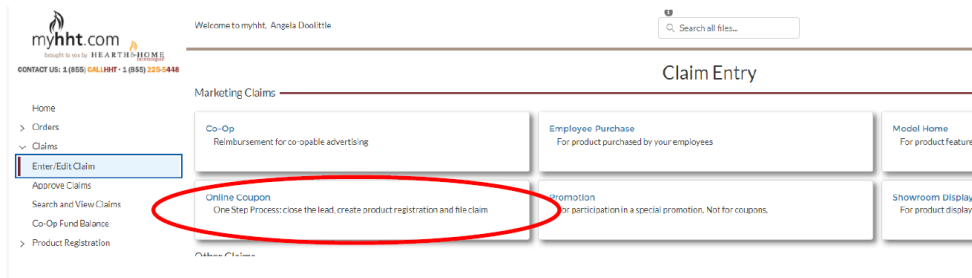
- Fall Gas Insert Promo Playbook [click here](#)
- Digital Assets [click here](#)
- Social Media Toolkit [click here](#)



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.

Superior/Astria Fireplaces

Promo: 2024 EPA Fireplace Promotion

Date: September 6 – 27, 2024

Discount promotion, save 10% off net dealer cost, to be passed on to end customer:

- WCT4920 Units & Related Accessories
- WCT4920 Units & Related Accessories
- Bainbridge Units & Related Accessories
- Montecito Units & Related Accessories



Assets available: [Get flyers here](#)

DOCUMENTS NEEDED: 10% discount passed down to end customer – no documents needed.

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)

Promo: **Alturi Savings Promotion**

Date: April 16 – **OCTOBER 13, 2024 – EXTENDED by POPULAR DEMAND!**

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 10/13/24. This is a good time to build up on qualifying stock and pass the savings on to your customers.

American Made Grills

Promo: **Buy American Promotion**

Date: April 16 – **OCTOBER 13, 2024 – EXTENDED by POPULAR DEMAND!**

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 10/13/24. 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.

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 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 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
- 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.



Past promotions but within claim period: Aug/Sept 2024

Napoleon BBQ

Promo: Labor Day Promotion Event

Date: Aug 22 – Sept 12, 2024

MAP reduction, Consumer promotion

Assets: [Flyer with Qualifying Grill List](#)



Labor Day Promotion (US Only)
August 22 – September 12, 2024

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

Terms: The Labor Day Promotion will run from August 22 - September 12, 2024 in the US only. This is a MAP drop promotion offering customers up to \$100 off select Prestige, up to \$50 off TravelQ grills, up to \$100 off Charcoal grills and up to 25% off Patioflame tables. This is a MAP reduction promotion; no claims or credits are involved. Please reach out to your sales rep for specific participation details.

The Patioflame table sale will be extended to October 31, 2024. This includes all skus listed under the Patioflame Tables section of this document only.

Social Assets: napoleon.brand.com

Bromic Heating

Promo: Labor Day Promo Date: August 24 – September 7th, 2024

CLAIM Forms DUE NO LATER THAN: **October 7th, 2024**



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

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

Terms: 10% off Tungsten Electric 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 along with corresponding consumer invoices.

Bromic will credit dealers 50% sell through credit of consumer savings 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. Example given below:

Code	Description	Savings	Sell-thru credit to dealer
BH0420030	TUNGSTEN Electric 2000w	\$69.00	\$34.50
BH0420013	6000W TUNGSTEN ELECTRIC 220V-240V WHITE	\$102.40	\$51.20
BH0420012	4000W TUNGSTEN ELECTRIC 220V-240V WHITE	\$87.90	\$43.95