



MARKETING OPPORTUNITIES

Dansko can help support your marketing efforts through a variety of marketing resources. To plan an ad campaign or an event, for help with artwork, or to talk about the best use of your co-op advertising funds, call Dansko at 800.DANSKO.4 (800.326.7564) and ask for the Marketing Department.

CO-OP ADVERTISING PROGRAM

Dansko's Co-op Advertising Program (the "Program") is intended to increase both awareness around the Dansko® brand and traffic in your store. You can help increase your sales by utilizing the Program (as described below) for local advertising.

- Co-op funds accrue for eligible purchases year-to-date (less any sales returns) at the rate of 3% for the first \$100,000 and 5% above \$100,000. For example, if an account's purchases total \$110,000, the account accrues \$3,000 on the first \$100,000 (3% of \$100,000) and an additional \$500 on the additional \$10,000 (5% of \$10,000), for a total of \$3,500.
- Co-op funds accrue and are calculated on a calendar year basis and the accrual amount and amount of co-op funds are reset at the start of each new calendar year.

Any reimbursement under the Program is subject to the amount of co-op funds accrued by an account and accounts will not be reimbursed for any amounts in excess of that account's available co-op funds.

All of Dansko's other policies and terms apply to the Program and eligibility to participate in the Program is subject to an account not being in violation of any of Dansko's other policies and terms. The foregoing includes, but is specifically not limited to, the requirement that an account be in good credit standing with Dansko in order to participate.

1. ADVERTISING

Requests for co-op funds must be submitted to Dansko within 60 days from the date of the advertisement. The request must include:

- a copy of the original invoice and tearsheet with the actual advertisement; and
- a copy from the publication in which the advertisement appeared.

For radio and television advertising, you must submit a signed affidavit of the actual air times and copy from the advertisement.

For advertisements in which Dansko is the only product, Dansko will reimburse up to 100% of the cost of the advertisement.

For advertisements in which another brand is featured, Dansko will reimburse up to 50% of the cost of the advertisement. For each additional brand featured, Dansko will reduce the reimbursement by an additional 50%. For example, if three brands are featured in the advertisement, Dansko will reimburse up to 25% of the advertisement cost.

Dansko will not reimburse for any advertising that includes pricing lower than Dansko's original suggested retail price.

2. DISPLAY & FIXTURES

Accrued co-op funds may be used toward 100% of the cost of FRED display and fixture items excluding any shipping charges.

3. PROMOTIONAL PRODUCTS

Retailers are responsible for shipping on all promotional items. Leather care products may not be purchased using co-op dollars. For complete details contact your Sales Rep.



CO-OP ADVERTISING PROGRAM

This Co-op Advertising Program Update supplements the existing Program guidelines and is intended to provide additional guidance regarding use of the Dansko logo. The current Program guidelines are available online at dansko.com/retailer

Use of the Dansko Logo

Always use the Dansko logo in its original form without any changes. This applies whenever you use the Dansko logo (such as in print, digital or television advertisements). By using the logo in its original form, you help ensure that customers recognize your store as an authorized Dansko retailer. Brand recognition only occurs after a consumer has seen a logo 12 times or more; consistent use of the Dansko logo will help drive consumer recognition with your store.

Always use a high-resolution logo file in layout or artwork.

DO NOT stretch, crop, recolor, resize, or otherwise modify the Dansko logo.

Pre-approval of artwork and layout is required.

Dansko uses this process to verify acceptable use of the Dansko logo in its original form.

- As a reminder, please review and follow the most up-to-date Program guidelines available online at dansko.com/retailer before submitting reimbursement requests
- You may also visit the dansko.com/retailer for ad slicks, logo downloads, media scripts and other marketing downloads
- Don't forget—the Retailer Site is now password protected. To create a login, click "Create a New Account" and provide the required information. The next time you visit the Retailer Site, simply login with your account credentials



Logo in black



Logo in grey



White logo can be used on a color field such as plum, grey or black.



CO-OP ADVERTISING PROGRAM

Digital Co-op

You can now use co-op funds for digital marketing. The following activities are eligible for reimbursement:

- Electronic Display advertising
- Facebook marketplace advertisements
- Mobile advertisements
- Advertisements on other social media platforms

At this time, the following activities **are not** eligible for co-op reimbursement:

- SEO and paid search advertising with pay-per-click
- Email marketing and list generation
- Posts on social media pages
- Ads on a retailer's own website
- Online directories and review sites
- Website maintenance
- Other activities not pre-approved by Dansko

For additional questions about co-op guidelines, visit dansko.com/retailer or contact Erica Ham at Erica.Ham@Dansko.com or 610-869-8335 ext. 1119.

For complete Co-op guidelines please visit Dansko.com/retailer

