

DISTRIBUTOR CO-OP PLANNING FORM

Please complete this planning form and forward to Kohler Co. with your dealer forms.

Fill out a Planning Form for each market you handle.

☐ Portable Distributor ☐ RV Distributor ☐ Marine Distributor ☐ Power Systems Distributor (Generators, Transfer Switches, Switchgear)

Distributor Name	Date
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Street Address	City	State	Zip
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Your Signature

Please read and understand the Co-op Guidelines (G12-100) before completing this form.

DESCRIPTION OF NEXT YEAR'S ADVERTISING Include dates, names, location, etc., whenever possible. Attach another sheet if additional space is needed.	ESTIMATED COSTS	
	Total Cost of Advertising	Kohler Share (Up to 50%) of Advertising
Newspaper		
Radio/Television		
Magazines		
Direct Mail		
Outdoor Advertising		
Trade Shows		
Brat Frys/Product Meetings/Spec K		
Clothing/Specialty Items		
Other		
TOTAL		