



## Tribal C-Store Summit Group, Inc.

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## Competitive Product Submissions Proposal

### Background

With the rapid growth of industry sponsors, there is an immediate need to formally establish the promotional guidelines for the C-Store Tribal Summit Group. With the ultimate objective of superior support execution on all promotions (>90%), the TSG has historically opted to support only one promotion at a time. While excellent execution remains the goal, the TSG would like to introduce an option for a second overlapping promotion on a periodic basis.

### Guidelines

TSG will allow the promotion of same-category competitive goods by competitive vendors/sponsors simultaneously, provided the goods being promoted are not direct competitive products. The TSG will use the standard NACS category and sub-category definition to determine competitive and non-competitive products. As an example, two beer promotions may occur in the same time period so long as the two products are in different sub-categories. Non competitive category/sub-category goods will still follow the same process as outlined below for promotional considerations.

For promotional windows, an annual calendar with four promotional windows has been established, allowing a rotation of promotional products. These Windows are:

- Jan 1 – March 31 (Including Superbowl, Valentine's Day and St Patrick's Day)
- April 1 – June 30 (Including Easter, Cinco de Mayo, Mother's Day, Memorial Day and Father's Day)
- July 1 – Sept 30 (Including July 4<sup>th</sup>, Labor Day and Football)
- October 1 – Dec 31 (Incl. Halloween, Veteran's Day, Thanksgiving, Christmas and New Year's Eve)

### Process

Each vendor should submit a promotion proposal with the preferred date window. The proposal should be a presentation that includes/contains:

- Primary product for promotional opportunity (i.e. 18 pack or larger size).
- Any additional products or secondary category products.
- Promotion description and details
- Item set-up information including item description/item quantities/item cost (or Discount amount)/item MSRP (or off price if relevant)
- Point of sale material descriptions/images/requests
- Relevant information to the promotion of proposed goods

Eligible promotions will be evaluated on a rolling first-come first-serve basis. Each Platinum sponsor in good standing is eligible to participate in one (1) primary and one (1) secondary promotion during their 12 month sponsorship.

The vendor will target their primary promotion for their choice of the promotion calendar window, with their secondary promotion falling to a different calendar window. This will allow two vendors to run promotions simultaneously while avoiding direct competition on competing sub-category products.

If additional sponsors submit a proposal after two have been received, these will be declined for the target window, and the sponsor will be asked to re-submit for a different promotional window.

### Effective Date

This process will take effect as of 8/1/15.

*Our Mission: "To encourage economic success in Indian Country by uniting Tribes in the sharing of best practices, building effective relationships with our partners and leveraging the strength of our members."*