



WEIL-McLAIN®

MARKETING BULLETIN

BULLETIN NO: MB-1318

DATE: September 25, 2013

PAGE: 1 of 1

TO: All Colorado area Weil-McLain Distributors and Agents
FROM: Dan Neumann – Director of Sales and Marketing Support
SUBJECT: **Weil-McLain Colorado Flood Relief Promotion**

Weil-McLain Contractor Recognition Promotion

In response to the recent catastrophic flooding, Weil-McLain is introducing a recognition promotion for contractors in Colorado who are doing all they can to assist families and businesses affected by the damaging floods. During the program period, for every Weil-McLain product installed, contractors will receive:

(1) \$50 VISA Gift Card

Along with the \$50 VISA Gift Card to the contractor, Weil-McLain will make an additional donation to the **Red Cross Relief Fund** for every Weil-McLain product sold in this program.

To qualify, contractors will need to:

- (1) Install a Weil-McLain product between Sept 23, 2013 and November 15, 2013.
- (2) Complete a redemption form (copies acceptable).
- (3) Attach a copy of the contractor (homeowner) invoice.
- (4) Send redemption form and contractor invoice to the Weil-McLain Redemption Center postmarked by December 31, 2013.

Redemptions will be processed promptly, usually within 6-8 weeks after receipt of completed forms with invoices attached. Once the redemption is approved, Weil-McLain will mail a \$50 VISA Gift Card to the address provided on the redemption form – NO PO BOXES.

To help Colorado area Distributors promote this program, we will provide an auto-ship of 50 Promotional Flyers/Redemption Forms to each location.

Weil-McLain will promote the Program with:

- E-mail to Contractor Lists within all affected areas

To order additional Redemption Form Pads (50 forms per pad), please e-mail kimes@weil-mclain.com with the quantity and shipping location.

* This offer is not to be combined with any other promotional offers.