How the rebate system works…

STIHL offer a 1.0% (or 1.5% for STIHL Shops) rebate (based on net invoice value excluding GST) to cover approved Dealer Co-Operative Advertising expenditure. This rebate is credited to the Dealer’s Advertising account based on purchases made, provided the dealer account is kept within trading terms (i.e. 30 days from month end).

The rate of the rebate will be at one hundred percent (100%) of the actual expenditure incurred, up to the balance in each Dealer’s rebate account. The Advertising Rebate may only be claimed by the Dealer as reimbursement for actual expenditure incurred in promoting any of the current STIHL products or promotional offers.

The advertising rebate is only applicable to activity which is 100% dedicated to the promotion of STIHL products and the Dealer. The STIHL logo must be predominantly displayed on the very bottom of all press ads (see below).

All Claims covering expenditure must be submitted within forty five (45) days from the end of each quarter (March, June and September) in which the expense was incurred; with the exception of the December quarter when all claims must be lodged by December 15 of that year.

Any balance in the Dealer’s advertising rebate account which remains unclaimed forty five (45) days after the end of the March, June and September quarters will be forfeited. Any balance in the Dealer’s advertising rebate account which remains unclaimed at December 15 is also forfeited and will not be carried over into the following year.

Funds not claimed within the period will be used by STIHL for State Retail based Marketing and Advertising.

*Press templates readily available on Advertising & Promotional Manager (APM)
How to Submit a Claim…

You need to accurately complete sections one (1) and three (3) only, of the Co-operative Advertising Claim Form, and forward the top copy to their STIHL branch (second copy to be retained for your records).

STIHL Press Advertisements - the claim requires a copy of the media invoice and a copy of the advertisement.

STIHL Television Advertisements - the claim requires a copy of the schedule, a copy of the advertisement and a copy of the media invoice.

STIHL Radio Advertisements - the claim requires a copy of the schedule, the script and a copy of the invoice.

PLEASE NOTE: All claims must be supported by a third party invoice.

Conditions...

1. No reimbursement will be made for advertising that, in the opinion of STIHL Pty Ltd, is misleading, contrary to our company’s policy, or in violation of any Federal or State Laws.

2. All advertising claims must have prior approval of from either your Territory Manager or State office before proceeding.

Advertising expenses which are claimable include:
- Local Press
- Local Radio
- Local TV
- Catalogue distribution by an independent distributor (e.g. Salmat)
- Billboard direction signage for store location (e.g. metrolites)

Some examples of costs which are not claimable… (but are not limited to)

- Business cards, letterheads and other business related stationary.
- Dealer labels for product (e.g. Specialist Dealer Label - 9999 999 3092).
- Internal labour costs.
- Utility invoices such as electricity, gas and water and Australia Post invoices.
- Catalogue printing costs.
- PSP merchandising.
- Dealer component of external imaging costs.
- Costs for uniforms.
- Costs for internal merchandising.
- Sponsorships of community groups etc.
- Vehicle signage.
- Branded merchandise used for customer giveaways.