



MERCURY MARINE
 P.O. Box 1939
 Fond du Lac, WI 54936
 MercuryMarine.com

2023 Sponsorship Program Policies

Purpose: To provide a Mercury Competitive Angling Sponsorship Program that can be supported with Mercury products and services.

Eligible Customers: Any person, organization or event that can/will actively and effectively promote Mercury products and brands through supported sponsorship programs. This includes anglers, tournaments, water ski teams, college/high school clubs, media, select celebrity personalities, industry influencers and organizations (fishing, marine or fisheries conservation related). The guide rebate program goes through the Mercury dealer sales program. Mercury guides should reach out to their local Mercury Authorized Dealer for complete details on this program. **New for 2023, MotorGuide will not be part of the Mercury Competitive Angling Sponsorship Program.**

Qualification: Qualification is determined by review of submitted applications. **All 2023 Mercury Pro Team sponsorships are subject to approval. Not all applications will be approved.** Mercury works with its dealers and boatbuilders to align on the programs and sponsorship opportunities available. Mercury may from time to time limit the number of sponsored anglers assigned to each customer account. Mercury reserves the right to perform random compliance audits throughout the program year.

Program Timeline: September 1, 2022, through August 15, 2023.



Application Timeframe: Applications for 2023 Program Year will be accepted until **November 30, 2022**. No applications will be accepted after November 30, 2022. Applicants will be notified of decisions as soon as possible.



Programs: Order Direct **Mercury Pro Team – ORDER DIRECT**
 Approved program members order directly from Mercury Marine via orderwithmerc@mercmarine.com.

Order Frequency: The angler or tournament places orders throughout the program year (Standard Approval is one engine package per PY).

Discounts: Discount levels for members of the Mercury Pro Team will be based on the angler’s or tournament organization’s ability to effectively meet the criteria outlined in the program levels section of this document. Approved discount level will be outlined in the approval email.

For example, if you are approved at 25% and \$26,500 in product is ordered at “base” price, you will receive 25% off that amount for total discounts of \$6,625. The \$6,625 is your benefit on the program for that year.



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Payment Terms:

Option A:

Memo bill (terms are net 360 days based on credit approval). **Final credit approval for memo billing is accomplished at time of order when the **Credit Bureau Report (CBR)** is complete. If not qualified, applicant's order will default to cash-with-order. **If billing to the business entity, then business financials and personal guaranties will be required.***

Option B -

Additional 7.5% cash-with-order (CWO) discount off final invoice amount.

Angler Clothing: \$150 coupon for mercuryproteamgear.com. All order credits and clothing **coupons must be used by August 15, 2023.** No balances are carried forward.

Programs: Rebate

For 2023 Program Year, there are three rebate levels.

A rebate application approval does not mean an automatic rebate will be awarded. Anglers must submit the appropriate electronic rebate form and meet the rebate program criteria to be eligible to receive rebate. No bill of sale will be required for the engine rebate, as purchase will be verified via the sale date on the engine registration for the serial number(s) provided.

The rebate form is electronic and provided via a link in the approval email.

The angler or tournament should order engine at best possible negotiated price from their respective dealer.

Order Frequency: Angler or tournament may place one order per program year for an engine that qualifies for a rebate.

Engine Rebate: Payable to angler per approved boat package. Includes a rebate for each Mercury engine on the boat.

Rebate submissions for the 2023 Competitive Angling Rebate Program must be received by Sept. 30, 2023. Engines must be warranty registered on or before September 15, 2023.

Sales are inclusive to August 31, 2023.

The sale date on the engine registration must fall within the program timeframe of Sept. 1, 2022, through August 31, 2023. No Exceptions.

Clothing coupon must be used by August 15, 2023.



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Mercury Pro Team – Engine Rebate Level One

Angler Clothing: \$150 coupon for mercuryproteamgear.com

ENGINE HP	REBATE LEVEL 1
8	\$300
9.9	\$400
15-35	\$500
40-65	\$600
75-115	\$900
150-175	\$1200
200	\$1500
225	\$2000
250	\$2500
300	\$3200
350	\$3800
400	\$4000

Mercury Pro Team – Engine Rebate Level Two

Angler Clothing: \$100 coupon for mercuryproteamgear.com

HP	REBATE LEVEL 2
8	\$200
9.9	\$300
15-35	\$400
40-65	\$450
75-115	\$700
150-175	\$1000
200	\$1200
225	\$1500
250	\$2000
300	\$2800
350	\$3000
400	\$3200



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Mercury Pro Team – Engine Rebate Level Three

1st Time Applicant Level 3 Rebate

**Approved first-time applicants with no recent history with Mercury will receive Pro Team REBATE Level Three benefits for the first year and will be evaluated each year thereafter based on submitted application. Activity reports must be submitted to continue on the program.*

Angler Clothing: \$50 coupon for mercuryproteamgear.com

HP	REBATE LEVEL 3
8	\$100
9.9	\$150
15-35	\$250
40-65	\$300
75-115	\$500
150-175	\$800
200	\$1000
225	\$1100
250	\$1500
300	\$2000
350	\$2500
400	\$2800

Explanation of Program Levels

Mercury Pro Team Sponsorship: (Includes Anglers, Tournaments, Events and Ski Teams)

This is an opportunity for Mercury Marine to “extend its sales force” by encouraging its partners to spread the word while on the job and at boat shows, sales events, promotions, during interviews, etc. These are typically anglers who possess a strong passion to fish and compete (sometimes full time) and have the desire and ability to influence others. Pro Team participants work closely with their dealers or boat companies to promote Mercury products in marketing efforts. Also included in this group are tournaments that organize and facilitate grassroots regional and local events.

Anglers and tournament organizations must not promote competitors’ products.

Existing Characteristics, Traits and Potential for Anglers and Tournaments:

Visibility in local or regional media and the public

- Anglers must compete in weekend fishing tournaments on a regular basis.
- Those anglers who also guide should only fill out the angler application (as opposed to the professional guide program application, through a Mercury Authorized Dealer), if they are actively involved in fishing tournaments throughout the program year.



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- Work with fishing associations such as B.A.S.S., NPAA, MWC, NWT, ABA, IGFA, MLF, etc., and stay in touch with members and speak favorably of Mercury.
- Actively promote their dealership or boat company.
- Provide demonstration rides when appropriate opportunities exist.
- Work cooperatively with Mercury.
- **Submit a minimum of two activity/media reports that clearly illustrate the angler's or event's activities. Reports must be submitted during the program year, and all reports must be received by August 15, 2023. If you require a template, the activity report link is included in the approval email. Failure to submit reports will result in a lower sponsorship level or rejection for the following year. Please see your approval email for report submission instructions. Do not email activity reports.**
- Participate in social media, such as Facebook, LinkedIn, Twitter, Instagram, TikTok, and blogs, and maintain their own website promoting themselves, Mercury, their event and their sport. Possibly participate on other websites.

Expectations of Anglers and Tournaments on the Mercury Pro Team:

- Appear in advertising on a local or regional basis.
- Appear in editorial content on a local or regional basis. This typically means knowing how to respond to media questions at tournaments or working with Mercury to appear in feature stories.
- Appear at boat shows, seminars, etc., to assist dealers or Mercury in communicating with consumers.
- Fish with dealers, VIPs and media (though to a lesser degree than anglers at the national level).
- Participate in social media and/or chat sessions and forums to positively represent themselves and Mercury.
- Wear appropriate Mercury clothing, hats, etc.
- Conduct themselves professionally.
- Use well-maintained Mercury engines appropriate for their boats and services. Team members should be well-versed on the technologies and benefits of Mercury products they use.

Mercury's Responsibilities (For All Levels of Sponsorship):

To assist anglers in accomplishing these assignments, Mercury should:

1. **Make certain that anglers understand what is expected.** Mercury should provide all relevant information and explain expectations in writing. (Refer to Expectations outlined in the approval email.)
2. **Provide opportunities for anglers to meet with Mercury and dealers.** Mercury will meet whenever possible with anglers to discuss opportunities.
3. **Inform anglers and provide tools.** Mercury should distribute to anglers updated information regarding Mercury products, product upgrades, promotions, events, changes at Mercury, etc.
4. **Encourage and assist anglers.** Mercury should create opportunities for anglers to use their skills and experience to influence potential customers.
5. **Encourage and assist anglers to utilize what they have.** Anglers are contractually obligated to provide days "on the water" at events, promotions, etc.



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Application Process: Applicants seeking Mercury sponsorship must work with a Mercury dealer or boatbuilder. Applicants must provide dealership/boatbuilder's name, a contact at that company, and their contact's email address and phone number for the application. Applicants must then contact their dealer or boatbuilder partner to create an agreement regarding commitments and plans to promote the dealer and Mercury.

Guidelines for Applying:

- Applications must be submitted electronically with a valid email.
 - ✓ All communications will be via email.
- Applications are expected to be filled out by the applicant, not a sponsoring dealer or boatbuilder.
- NEW APPLICANTS TO MERCURY: Applications can be found at mercurymarine.com/sponsorships/. The application is only available online from September 15, 2022, to **November 30, 2022**.
- CURRENT MERCURY SPONSORSHIPS:
 - ✓ For those currently on the 2022 program, you will be sent a profile update several weeks before the application process opens.
 - ✓ If we have your current email and you have completed the profile update, you will receive a shorter version of the application on September 15. The application will only be available until **November 30, 2022**. If you don't receive the shorter version of the application on September 15, you can go to the website mercurymarine.com/sponsorships/ and start the application. You will have the opportunity to request the shortened application.
- Applications must be filled out completely before submitting.
- After submission, you will receive a thank you email, and an email will be sent to the evaluating dealer or boatbuilder for feedback regarding the applicant.
- Once the dealer or boatbuilder feedback is received by Mercury, the application will go on for approval unless we are missing a current activity report. **WARNING:** Applicants who have not submitted their required activity reports will experience a hold on the application until all reports are received. You will receive an email notification if we are missing a current activity report.
- Questions can be directed to angling@mercmarine.com.



Application
End Date

The number of available sponsorships is limited. Applications will only be approved if the applicant meets the program criteria and based on the limited number of sponsorships available. Therefore, this application process must be completed between September 15, 2022, and November 30, 2022. **No applications will be accepted after November 30, 2022. Not all applications submitted will be approved. Spots are limited, and applying does not guarantee a sponsorship approval.**

Additional Information: Additional information in the form of an FAQ document can be found at mercurymarine.com/sponsorships/, or contact angling@mercmarine.com.



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Exclusions:

The intent of the Competitive Angling Program is the promotion of new products. Parts to repair older engines are excluded from this program, as well as major parts such as powerheads and gearcases. All warranty work and repairs should be done via a Mercury Authorized Dealer.

All Pacemaker, Certified Pre-Owned and Remanufactured engines; V12 engines; Mercury Racing sterndrive packages and Mercury Racing outboards; government engines; previously registered engines; donated engines and engines sold for commercial, camp or resort applications; and units that are 5 years old or older from manufacture date to retail sale date are excluded from the program. **Also excluded are sales registrations outside the U.S., and individuals with addresses outside the U.S.**

Backorders:

Engines are sometimes placed on backorder when they are not readily available. Additionally, boat companies typically don't begin boat construction until they have received an engine, so anglers and tournaments are encouraged to plan and order accordingly. **Engine serial numbers are not available until the engine ships.**

Lead Time:

Engines must be ordered well in advance. Lead times will vary, so approved applicants are encouraged to enter engine orders well in advance of dates needed at the boatbuilder or dealer. Orderwithmerc@mercmarine.com can assist with updated lead times once you have an approved application.

Warranty:

If you purchase your engine direct from Mercury and the engine is not registered within 30 days, we will automatically register the engine for you. All angler and tournament engines for approved applicants are to receive the basic 3-year limited warranty. **It is the responsibility of the angler to purchase any additional warranty, submit warranty promotional forms and pay the fees, if additional coverage is desired.** Warranty programs, if applicable, are included in the approval email attachments. Anglers on the rebate program are responsible for confirming with their dealer the correct registration of their engine, warranty and available warranty promotions.

*Gold and Platinum Mercury Product Protection can be purchased; rate charts are included in approval emails. Warranty promotions, if available, are included in the approval email and with the engine order confirmation.

Caution:

Engine failures caused by unauthorized modifications are not covered by the Mercury Marine Limited Warranty or Mercury Product Protection. "Pro Team members participating in unauthorized modifications of an engine purchased through this program are subject to early termination."

Early Termination:

Mercury Marine created the Competitive Angling Program to support the Mercury Marine brand. In return for support of the brand, program participants have access to certain benefits (described elsewhere in this program description). However, because Mercury Marine brand support is the reason for the existence of the program, if the actions or inactions of a program participant compromise, or threaten to compromise, the Mercury



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Marine brand, Mercury Marine may terminate an individual's participation in the Competitive Angling Program on written notice (including via email), effective immediately. All Early Termination decisions will be made by Mercury Marine, in its exclusive judgment.

Pricing:

Pricing can change at various times of the year. For example, Outboard pricing typically changes June 1, and Parts and Accessory price changes are typically updated January 1. However, prices and specifications are subject to change without notice and may directly affect your discount credit balance.

Rebate Timeframe:

Rebate submissions for the 2023 Competitive Angling Rebate Program must be received by September 30, 2023. Engines must be warranty registered on or before September 15, 2023. Rebate application and invoice dates must fall within the timeframe of September 1, 2022, through August 31, 2023. **No exceptions.**

Returnable Containers:

Some engines are shipped in returnable containers that must be shipped back to Mercury. **Unreturned containers are assessed a fee (approximately \$600 per engine).** It is the responsibility of approved program applicants to ensure that their dealer or boatbuilder returns containers in a timely fashion or your account will be charged.

Restocking Fees:

A 15% restocking fee will be charged for all returned items. Returns are not accepted after 60 days. Product must be new, undamaged, complete, uninstalled and shipped in original factory-sealed packaging. If product return is due to a Mercury error, the 15% restocking fee is waived. Contact orderwithmerc@mercmarine.com for an R/A or call 920-929-5533.

Purchase Limitations:

Discounts and rebates apply only to the explicit use of the approved applicant. Pro Team members may not use their discounts or rebates to order engines or parts and accessories for anyone other than themselves.

Oil Purchases:

Anglers will be limited to purchase of 12 cases of Mercury oil per program year, unless otherwise authorized. All purchases made on the Pro Team program must be for personal use only.

Package Approval:

Standard package approved is for one engine package per program year, unless otherwise outlined and approved at the time of the application process. If you are repowering more than one boat, you must clearly outline purchase plans in the application. **Purchases are for the approved angler or organization only, and no product should be purchased for resale, including Pro Team clothing.**

Engine Timeline:

Approved Pro Team members must retain ownership of the engines that are received via the program discounts and rebates for a minimum of 6 months. Also, if engines are not registered to approved Pro Team members, rebates will not be paid out. The intent of the program is for Pro Team members to be promoting newer product.