

**American Tire Distributors
4 Day-4 Night Baja Mexico
Los Angeles, CA
TENTATIVELY Scheduled
May 22-May 26,2016**



**ATD DEALER LOS ANGELES TO MEXICO CRUISE
SUNDAY MAY 22 TO THURSDAY MAY 26,2016**

1. Dealer Introduction and Program Information
2. Itinerary and Cruise Information
3. Activity Information
4. Room and Suite Information
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Dear Valued ATD Dealer,

As part of the 2015 ATD/MRM&P Advertising Program, we want to share with you the following Trip Itinerary that many of our dealers are already eligible for based on their participation level with this Program in 2015. Please note that Participation/Spend levels are determined on an annual basis throughout all of 2015 so that there is still time for YOU to qualify!! Please feel free to contact MRM&P (contact info last page) or your OAM for more details!!

The goal of this advertising program is to help DRIVE CUSTOMERS TO YOUR SHOWROOM. But we also want to say thank you for your continued support and loyalty.

With that in mind, NOW FOR 2015, DEALERS CAN CHOOSE BETWEEN TWO Dealer Appreciation Events:

•4 Day-4 Night ATD DEALER CRUISE scheduled in 2016 from a Port City based on Dealer's Location (A \$1500 Value) *Port and Dates as follows. Ask ATD Acct Manager for details.

OR

•3 Day-2 Night Trip to LAS VEGAS for the 2015 SEMA SHOW at the Las Vegas Convention Center (A \$1500 Value)*Package and Itinerary TBD. Ask ATD Acct Manager for details.

****Dealer "Buy-in" may apply. See below****

The SEMA Show is the premier automotive specialty products trade event in the world. It draws the industry's brightest minds and hottest products to one place, the Las Vegas Convention Center. In addition, the SEMA Show provides attendees with educational seminars, product demonstrations, special events, networking opportunities and more. Nov 3- Nov 6 2015 at Las Vegas Convention Center, Las Vegas. **Visit Semashow.com for more information.**

Additional Information is available upon request including suggested dates and port embarkation along with complete package details. Note: Transportation costs and Convention Registration Fees not included. Please reach out to MRM&P for more information.

Minimum Commitment Level for EITHER ATD Dealer Appreciation Event is \$5000. All Packages are based on Double Occupancy. Retail Value of each trip is approximately \$1500.

Premium Dealer Event option-Cruise from nearby regional port or 2015 SEMA Event

Dealer Participation/Spend Level	Cost to Dealer with Guest
Premium Package #1 \$12000	-
Premium Package #2 \$10000	\$250
Premium Package #3 \$8000	\$450
Premium Package #4 \$6000	\$650
Premium Package #5 \$5000	\$750



Estimated Retail Value- \$1500



Estimated Retail Value-\$1500

MEXICO

CARNIVAL MEXICO
CRUISES CREATE A
BOAT-LOAD OF
VACATION
MEMORIES



The Carnival Imagination, Los Angeles CA

Mexico Highlights

So close, yet so far. In Mexico, North America's own southern spot, the land's rich culture is as varied as all the fun stuff inside a piñata, and each port represents a different local flavor. Whether your cruising style is west-coast Riviera with its Pacific charm, or perhaps Baja and its 'down there' otherworldliness, you'll find Mexico central to a great cruise!!

Catalina Island, CA

Discover a sunny Southern California playground hidden beyond the Los Angeles horizon with Carnival cruises to Catalina Island. Just 22 miles from the mainland across the emerald-green Pacific Ocean, Catalina Island, California, has long been a getaway for savvy city hikers and sun-seekers. Cruise to Catalina Island to see California as it once was—from seaside Avalon and tiny Two Harbors to the undeveloped parkland of Catalina's interior.

Ensenada, Mexico

Escape to Mexico's original seaside getaway with Carnival cruises to Ensenada. Once a favorite hideaway for high-rolling Hollywood stars, Ensenada is now one of Mexico's most popular ports of call. You can cruise to Ensenada kayak at Punta Banda, but the true pleasures of this festive city are culinary. Have your fill of fresh oysters and sip a rich Baja merlot in Ensenada, Mexico.

4 Day Mexico BAJA Cruise from Los Angeles

DATES: SUNDAY May 22, 2016-THURSDAY May 26, 2016 (Spring 2016)

Ship: Carnival Imagination



Sunday	Los Angeles (Long Beach), CA		5:30PM
Monday	Catalina Island	7:30AM	4:30PM
Tuesday	Ensenada, Mexico	8:00AM	6:00PM
Wednesday	Fun Day At Sea		
Thursday	Los Angeles (Long Beach), CA	7:00AM	

Package Includes:

- 4 Day/4 Night Cruise Departing Los Angeles to Mexico FOR TWO!!
- Ocean View State Room
- **\$250 Travel Voucher/ Gift Card**
- **ATD Dealer On Board reception**
- Welcoming In Room Gift
- On Board Room Credit
- Pre Paid Gratuities
- Port Charges/Taxes

- **Estimated Retail Price for TWO (Double Occupancy): \$1,500.00**



If your cruising style is west-coast Riviera with its Pacific charm with glittering turquoise seas, a Carnival cruise to Mexico Baja offers idyllic days of swimming, snorkeling, and strolling pearly white-sand beaches and romantic nights beneath the twinkle of clear, starry skies. Explore many wonderful ports of call on your Mexico Baja cruise.

Suddenly there aren't enough hours in the day.

From morning until night, there are literally hundreds of different activities happening on a Carnival cruise ship.

So how do you find out about them? And more importantly, which ones would be right for you?

Let Carnival help you decide.....

With everyone so busy in everyday life, it's not always possible to enjoy the things you love to do. During a cruise is the perfect time.

ALL THIS FUN DURING THE DAY!!!



Raise a glass to an uncommon variety of choices

An essential part of a luxurious and relaxing vacation is finding the perfect spot to match your mood and occasion.

With this philosophy in mind, we have designed each of our bars, nightclubs and restaurants as a unique destination unto itself. The menus offer a diverse selection of classics and the latest trends.

To keep our menus fresh and current, we work with a variety of sources, including Mixologists from the brands we serve, and our creative and passionate beverage staff. Each bar has its own team of specialists, and they take pride in the unique features of their venue.

SO YOU CAN REST UP FOR THE NIGHT !!!



Junior Balcony staterooms were practically made to let you catch sight of a stunning sea view and feel that smooth sea breeze, so don't overlook a balcony when planning your next cruise. Essentially, this is what cruising is all about. Convinced? Great! So when you're finally onboard, try this: open your balcony door, take a step outside and just stand there. Breathe in and breathe out, just watching the ocean go by. Dealers may upgrade to these accommodations. Availability is LIMITED An additional fee may apply. Please ask OAM for details



Ocean View Staterooms. Is there anything better than waking up in the morning and looking out over the water, or a picturesque port town! Ocean View Staterooms have a large picture window, a queen-sized bed, ample closet and storage space, private bathroom with shower, and a living area with vanity and seating. Staterooms are equipped with thermostat controlled air-conditioning, television, telephone, and personal safe.

These are the accommodations included with this program.



There's lots to do on a Carnival cruise, all up and down the ship — and even off the ship, when you're ashore. But when you vacation with us, you always have a 'home base' to return to during your cruise: your stateroom! We design Carnival staterooms specifically for relaxing, for recharging, for enjoying quiet times with those who matter to you.

To make sure your room works for you, we start with the basics of home, like television and a private bathroom with a shower. Then we add plush bathrobes to help you lounge like a pro, and Carnival Comfort Collection linens you can really cozy up to. You need a place to stow your stuff, so we include ample closet and drawer space. To take things a little beyond the comforts of home, you can even enjoy room service any time, day or night... and best of all, it's free!

To ensure maximum fun for all, all of these things are included in all Carnival staterooms

ATD Radio Marketing Program for 2015 Program Details

ATD is offering dealers an exclusive opportunity to market their dealerships in 2015. Each participating dealer will receive a Local Radio Advertising campaign running concurrent with each MAST, BFS, Hankook Consumer sales campaigns throughout 2015. Dealer elects which promotion he would like to advertise with.

Each Local Radio Advertising campaign will be structured around each Promotion and will include dealer tags for primetime commercials, weekend commercials and program sponsorships. The goal is to drive customers into your showroom!! Ads can also include dealer's web and Ads will also compliment any current marketing dealer is engaged in such as Direct Mail, Cable or Yellow Pages.

The Local Radio Advertising campaign can support **any radio station of the dealer's choosing**. Rates and Number of commercials will depend on the chosen station. If requested, MRM&P will provide marketing advice and recommendation based on the best coverage for that dealer. Upon request, MRM&P will provide group rate information if available.

Dealers are tagged on a series of radio commercials in combination of Morning Drive Traffic, Primetime Workday, Primetime Afternoon Drive, Full day, and Full Weekend. (varies by market)

Dealer receives 50% of airtime in which to promote noncompetitive products and services.

- Each commercial is exclusive to ONE dealer.
- Ads are always preapproved for Manufacturer Coop.
- Ads are provided to the OAM for reference and will be forwarded to dealer by MRM&P for approval.
- Ad times are provided to OAM for reference and will be forwarded to dealer by MRM&P to hear.
- Claims are submitted by MRM&P to DMS Services and ATD on behalf of dealer.
- ATD/DMS Services will notify dealer of credit approval and remit Coop credit to dealer. In turn, dealer will issue check to MRM&P.
- **THIS MEANS Dealer is NEVER OUT OF POCKET and DOES NOT NEED TO HANDLE CLAIM!!**
- Each package will consist of traffic report sponsorships, weather report sponsorships, and/or full length :60 second commercials (dealer receives as much as :40 of ad!!).
Packages will vary depending on market, dealer station selection and number of dealers participating.

See attached Authorization Form for sign up

ATD Dealer Authorization Form
DEADLINE TO SUBMIT FOR LA CRUISE IS DEC. 1, 2015

I would like to participate in the 2015 ATD Marketing Program. I authorize American Tire Distributors (or its assigned agent, Manufacturers Retail Marketing and Promotions LLC/ MRM&P) to use current 2015 BFS BARNN or MAST BDF Co-op accounts to pay for all or a portion of the 2015 up-coming radio campaign. I understand the advertising costs as previously outlined. Dealers may choose station to advertise with. MRM&P can provide market advice if desired. Dealers choosing to allocate more (or less) to radio will have their commercial schedule pro-rated accordingly. I also understand that each coop commercial will include your dealer tag mentioning each individual dealer. Dealer will be exclusive in each ad. *I also understand that in order to be eligible to participate in the ATD Dealer Appreciation event, I must meet the required 2015 year end Manufacturer Purchase commitment that I have with ATD assigned as my primary distributor by 12/31/2015. Dealer must also maintain the status of ATD as their Primary Distributor throughout same year that event is being held. Also, Dealer must remit all final advertising payments to MRM&P.*

In the event that there are not sufficient 2015 co-op funds available to cover the advertising, I understand that I am responsible for payment of services rendered including cost of event. I also understand that this agreement is with MRM&P LLC and my dealership. ATD/BFS/DMS Services or MAST/Channel Fusion cannot endorse any specific program and as such is not bound by this agreement.

Upon completion of 2015 Coop Campaign, a station broadcast invoice claim times along with pre-authorized notarized coop scripts will be issued directly to DMS Services or Channel Fusion by MRM&P (on behalf of dealer). All Commercials will be pre-approved. Copy of Claim is also available upon request.

MRM&P will receive NO Advertising FUNDS until claim is approved!!

UPON CREDIT RECEIPT FROM ATD/DMS Services or Channel Fusion, DEALER WILL ISSUE A CHECK TO MRM&P IN THE SAME AMOUNT!

Please Scan and Send Signed Authorization Form to ATD Marketing via marketingdept@atd-us.com

Fax:704-992-1280 Attn: Vera Poole

Business Name: _____

ATD Oracle Number or MAST AAN#: _____

Dealer Email Address: _____

Authorized Signature and Title _____

Printed Name: _____

Total Coop Investment _____ **Station Selection:** _____

COOP TYPE (MAST) _____ **(BFS)** _____ **(Dealer Funds)** _____

ATD Account #: _____ **ATD Location #:** _____

ATD OAM: _____ **ATD OAM Email:** _____

FREQUENTLY ASKED QUESTIONS

WHAT DO I NEED TO DO TO QUALIFY?

- In order to be eligible, your dealership must commit a minimum of \$5000 in advertising for your dealership to this radio marketing program that will run by Dec.31, 2015. At this level, you and a guest qualify for a trip invitation. Please fill out the attached authorization form and give to your ATD Market Manager who can then submit it to ATD Marketing on your behalf.

HOW CAN I DO THIS?

- All that is required is that you meet this \$5000 "SPEND" level by year end. Some dealers accrue their funds all year long and then elect to spend them late in year (Nov. for MAST; Dec. for BFS for example). This way they know funds are there and there is no out of pocket.
- Other dealers decided to use some of their expiring 2014 funds and "Roll Them Over" into the 2015 program. Now, these dealers only have to make up the difference of funds they rolled over and what they will use in 2015.
- Still, other dealers are "COMBINING" funds in order to reach the \$5000 level. These are dealers who are eligible for coop funds from MAST, Bridgestone and Hankook who elect to "mix and match" their allocations in order to become eligible
- Also, dealers may decide to use their own funds to also become eligible.
- Finally, IF you are currently using radio to advertise your store, This program is IDEAL for you since it adds all of these reward elements and claim processing features with the same dollars you are currently using!!

IS THERE ANY COST TO ME?

- Each of these trips are based on double occupancy so each trip is based upon two people. These trips are all being offered as a way for ATD to say thank you for your business with a overall value of \$1500. With that in mind, ATD is offering the trip FREE to their dealers and ask that dealer be responsible for the guest. Please see Dealer expense chart on page 1 of this program. As you can see, any fund levels over \$5000 will be applied to the dealer's guest cost -when at \$12,000, the trip is free for both dealer and guest. Only other costs dealer is responsible for are travel (please note there is a \$250 travel/gift card to help with this) and personal expenses. Dealers may elect to upgrade their stay at their own expense. Please see final page for more information.

WHEN MUST I DECIDE IF I WANT TO GO ON LA CRUISE NEXT MAY 2016?

- The deadline for you to submit a Dealer Authorization Form to ATD Marketing in order to attend LA Cruise is DEC 1, 2015. NOTE: ADS DO NOT NEED TO RUN BY THIS DATE; ONLY THE FORM NEEDS TO BE SUBMITTED. Ads may be scheduled to run after Dec 1 as long as all ads run by Dec. 31, 2015. Also , please remember that NO Payment for ads is required until you receive reimbursement. You are never out of pocket!!
- The deadline for REGISTRATION is DEC 15, 2015. Once you elect to attend LA cruise, ATD Marketing will send you a registration form for you to fill out and send back. This information will be used to complete your reservation.

IS SPACE LIMITED AND WHY IS TRIP TENTATIVELY SCHEDULED?

- YES!!!! Due to the status category of the cruise accommodations, Cruise Line limited the number of cabins we could reserve and upgrade. Consequently, we must offer this trip on a first come first served basis and apologize if we are not able to guarantee a reservation.
- Trip is tentatively scheduled since Cruise Line also requires a MINIMUM Number of Dealers and Guests to attend. If that number is not met, Cruise Line will apply a surcharge for all registered guests. ATD believes if that should occur, the dealer value would be greatly diminished and would rather cancel event entirely. This program does also offer other trip itineraries along with a dealer rebate credit should this event occur. We apologize in advance if this should occur but want all to be fully informed.

Included: Shipboard accommodations, ocean transportation, most meals, some beverages and most onboard entertainment. ATD Dealer On Board reception. \$250 Travel Voucher/Gift Card

Not Included: Air transportation**, transfers**, items of a personal nature, such as shore & land excursions**, specialty restaurant fees, some beverages, photographs, gratuities/service fees, medical services, etc.

** You can add these during or after the reservation process.

Questions..

CONTACT YOUR ATD ACCOUNT MANAGER

OR

Mark Turak
President

Mturak@MRMandP.com

919-602-6296

Mark J. Turak, Jr.
Senior Account Manager

MJTurak@MRMandP.com

919-323-1946

MRM&P

SERVING INDEPENDENT DEALERS

MANUFACTURER'S RETAIL MARKETING & PROMOTIONS

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[Travel /Cruise Information and Reservations:](#)

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