

2025

Co-Op Marketing Dollars

CO-OP FUNDS AVAILABLE

In the Dealer Portal your available Co-Op Marketing Dollars will be displayed on your account page.



The amount available to you was calculated by taking the number of vehicles sold in fiscal year 2023 and multiplying it by \$50.

EXAMPLE:

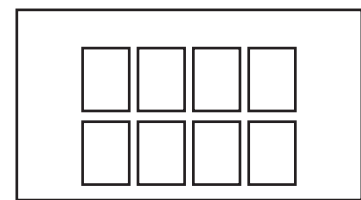
$$84 \times \$50 = \$4,200$$

Vehicles sold
1/1/24 - 12/31/24

This amount can be used for Marketing Items or Advertising at the discretion of dealer.

The **Co-Op Available** funds cannot be used for vehicles purchases, parts, or accessories.

CO-OP FUNDS REDEMPTION



If used for Marketing Items Only on Dealer Portal, then amount is deducted from your **Co-Op Available** until the balance reaches zero.

After reaching zero, the marketing items are handled as any other part ordered from STAR, and you will receive a STAR Invoice.

There is no **Co-Op Reimbursement**.

CO-OP FUNDS REDEMPTION

You can also redeem the **Co-Op Available** to offset your costs to Advertise in your local market.

EXAMPLE:

You have an Ad approved by STAR.

You spend \$200 for a Media Buy in your local market.

You submit a copy of the Ad to STAR.
You submit a copy of the Invoice to STAR.

You are now eligible for a \$200 **Co-Op Reimbursement** from STAR.

The total amount of **Co-Op Available** can be used to purchase media at your discretion until the balance reaches zero.

CO-OP FUNDS REIMBURSEMENT

Your **Co-Op Reimbursement** can be used for vehicles purchases, parts, or accessories.