



Dealer Claim Form

Use the following form to request reimbursement from Co-op, Non-Metro, Dealer Choice, and Dealer Conversion Funds. Don't forget to ask for PRE-APPROVAL on anything that isn't from the Bryant Ad-Kit or a Factory Pre-Approved Vendor (FV) ♦ Send requests to: advertising@airefco.com

• **ONE(1) CLAIM FORM FOR EACH INVOICE SUBMITTED**
 • **ALL CLAIMS ARE DUE BY JANUARY 15 OF THE FOLLOWING YEAR**

1 CHECK MEDIA TYPE BELOW:		NON-METRO/ DEALER CHOICE FUNDS	2 CHECK BACK-UP INCLUDED BELOW:										CERTIFICATE	REGISTRATION CONFIRMATION
			INVOICE	PHOTO	FINISHED PIECE	SCRIPT	TEAR SHEET	URL	VIN #s	RECEIPTS	ACTIVITY REPORT			
<input type="checkbox"/>	Air Advice	ELIGIBLE	<input type="checkbox"/>											
<input type="checkbox"/>	Apparel* (FV: Shilling or Cintas, does NOT include rental program)*	-	<input type="checkbox"/>											
<input type="checkbox"/>	Apparel* type _____	-	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/>	Billboards, Bus Signs and Benches* (FV: TKO Graphix or StayConnected)	ELIGIBLE	<input type="checkbox"/>											
<input type="checkbox"/>	BDR Coaching Services	ELIGIBLE	<input type="checkbox"/>									<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	Business Cards	-	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/>	Direct Mail* (postcards, flyers, door hangers, coupon mailer)	ELIGIBLE	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/>	Home Shows/ Equipment Displays* (FV: Skyline & Matrix Imaging)	ELIGIBLE	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/>	Internet Marketing* (SEO, website development, blogs, rating & reviews, FV= Surefire Local, SOS or MTA360) type _____	ELIGIBLE	<input type="checkbox"/>						<input type="checkbox"/>		<input type="checkbox"/>			
<input type="checkbox"/>	Internet Power Listings* (such as Angie's List, Yahoo Local, Yelp, Google my Business, Google local ads)		<input type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>					
<input type="checkbox"/>	iPad (does not include data plans/monthly connection fees)	-	<input type="checkbox"/>											
<input type="checkbox"/>	Lead Nurturing Software* (text messaging; FV: Comfort Builder & Demandforce) type _____	ELIGIBLE	<input type="checkbox"/>											
<input type="checkbox"/>	Literature (Bryant)	-	<input type="checkbox"/>											
<input type="checkbox"/>	Newsletters* (FV: EB & L Marketing & StayConnected)	ELIGIBLE	<input type="checkbox"/>											
<input type="checkbox"/>	Newsletters* (local vendor)	ELIGIBLE	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/>	Newspaper/Magazines*	ELIGIBLE	<input type="checkbox"/>					<input type="checkbox"/>						
<input type="checkbox"/>	Outdoor Building Signs* (FV: Federal Health)	-	<input type="checkbox"/>											
<input type="checkbox"/>	Outdoor Building Signs* (local vendor)	-	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/>	Phone On-Hold & Call Tracking* (FV: Commercials on Hold)	-	<input type="checkbox"/>											
<input type="checkbox"/>	Phone On-Hold & Call Tracking* (local vendor)	-	<input type="checkbox"/>					<input type="checkbox"/>						
<input type="checkbox"/>	Promo Items & Customer Appreciation Gifts* (FV: Shilling & To Your Success)	-	<input type="checkbox"/>											
<input type="checkbox"/>	Promo Items* (local vendor)	-	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/>	Service Stickers or T-stat Stickers*	-	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/>	Signs, Banners, Posters, etc.* (FV: TKO or Skyline)	ELIGIBLE	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/>	Signs, Banners, Posters, etc.* (local vendor)	ELIGIBLE	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/>	Training, NATE, MY Learning Center Factory Training Partner Business Coaching (indicate class) _____	-	<input type="checkbox"/>									<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	Radio/TV/Cable* (indicate type) _____	ELIGIBLE	<input type="checkbox"/>						<input type="checkbox"/> Include notarized affidavits					
<input type="checkbox"/>	Vehicle Identification* (FV: TKO Graphix)	ELIGIBLE	<input type="checkbox"/>											
<input type="checkbox"/>	Vehicle Identification* (local vendor)	ELIGIBLE	<input type="checkbox"/>	<input type="checkbox"/>										
<input type="checkbox"/>	Women in HVAC	ELIGIBLE	<input type="checkbox"/>							<input type="checkbox"/>				
<input type="checkbox"/>	Yellow Pages* (local vendor)	ELIGIBLE	<input type="checkbox"/>					<input type="checkbox"/> include cover & ad pages						
<input type="checkbox"/>	YouTube & Social Media* (local vendor)	ELIGIBLE	<input type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>					

DID YOU...?

Use the correct Bryant logo and new "Whatever it Takes" tagline in all advertising (logo & tagline must visually & audibly occur in TV/ radio/theater advertising)

- TV: Logo and tagline clearly and prominently shown, plus audible mention of both brand and tagline
- Radio: Audible mention of brand 2x in a 30-sec / 3x in a 60-sec spot; tagline ("Whatever it Takes") 1x per spot
- Print: Bryant logo should not appear less than 1/2 the size of the dealer logo

DEALER NAME _____ AIREFCO ACCT # _____

3 COMPLETE CLAIM INFORMATION BELOW:

VENDOR NAME _____

VENDOR INVOICE # _____ INVOICE DATE _____

(From) _____ RUN DATES _____ (Thru)

OF TIMES RUN _____ INVOICE AMOUNT _____

CLAIM TYPE:

Residential Co-op
 Non-Metro/
 Dealer Choice Fund
 Dealer Conversion

AMOUNT CLAIMED

DEALER SIGNATURE _____ DATE _____

TM SIGNATURE (REQUIRED) _____ DATE _____

INTERNAL USE ONLY			
Media Code	G/L #	Fund Code	Amount Credited (\$)
CE Approval Code	CE Claim #	Total Credited (\$)	
Comments			

*Pre-approval always required when using a NON Factory Vendor. Other items may need pre-approval. See the Advertising Policy for more information.

