ELEVATE
MASTER CONTRACTOR | 2026

Cooperative Advertising Program Guidelines

Welcome to the Elevate Cooperative Advertising Program Guide! This guide outlines the requirements for co-op reimbursement, as well as provide you with the guidelines to follow as you create your advertisement.

> NOTE: If you would like pre-approval on a promotional piece to ensure it is within these guidelines prior to purchasing it, please contact us at lauren.anderson@amrize.com with a mock-up of the advertisement. Getting pre-approval and following the guidelines below are the only ways to guarantee Cooperative Advertising reimbursement.

REIMBURSEMENT DEADLINE – DECEMBER 11, 2026

We will credit your account for 50% on co-branded advertising costs (up to your co-op limit) on approved advertisements or for approved co-branded merchandise.

The **Elevate Rewards Co-op Dashboard** is now your one-stop shop for all things co-op. You'll have the ability to view your co-op amounts, apply for reimbursement, track the progress and more. Please attach the invoice and photo(s) of the promotional piece.

If you are seeking reimbursement for each item listed on your invoice, Elevate will need color photos or samples of all the items, even if the only difference is the color.

All Proof of Performance must be received by the Marketing Department no later than **December 11, 2026** in order to receive co-op reimbursement credit for the calendar year. **Your Co-Op reimbursement will come as a credit on your Elevate account. Elevate does not pay these credits directly to your company.** Any Co-op Advertising Funds not submitted by December 11, 2026 will be forfeited.

LOGIN DIRECTIONS

Go to: **www.elevaterewards.com**

Login: **Contractor ID + "coop"**
(Example: 40000123coop)

Password: **4000123coop**
(Initial password you will be asked to create a new password)

PROGRAM GUIDELINES

We encourage you to diversify your marketing and advertising strategies. Whether you choose internet and e-communications, print, direct mail, or clothing/merchandise to advertise your business, these guidelines must be followed in order for it to be eligible for Cooperative Advertising Program reimbursement:

- The promotional piece cannot mention another company besides your roofing company and Elevate.
- The promotional piece cannot list any other types of commercial roofing products other than Elevate EPDM, Asphalt, Metal, TPO, or PVC.
- The promotional piece must only use the approved logos outlined in the guidelines. An advertisement with any previous or altered version of the Elevate/ Elevate Master Contractor logo, or any prior brand logos, will not be approved for reimbursement.
- If you are using funds for E-communications maintenance support, such as E-mail blasts, or E-newsletters, the promotional piece should reference Elevate on the first page and also feature any of the following:
  - **Elevate project profiles**
  - **Elevate Products**
  - **Master Contractor logo**
  - **Elevate logo**

PROGRAM GUIDELINES CONTINUED

- Events: Promotional materials and signage for events are approved expenses as long as they are prominently displayed or given out. For example, Digital and physical signage displayed at public entrances, screens and jumbo-trons would be an approved expense. A sign or banner in a private suite would not be an approved expense.
- Transactions and placements of advertising must be conducted with independent, third-party entities that are not affiliated with, controlled by, or under common control with the participating contractor *(See "Eligibility and Integrity of Advertising Transactions")*
- Elevate will not reimburse for admissions or ticket costs, food, alcoholic beverages, or any event hosting related expenses.

Elevate will not directly pay advertising media for advertising costs incurred. Advertisements must be paid for by you, and submitted through the proof of performance form for reimbursement.

You are responsible for the legality of the advertisement. Advertising must be truthful and must not be misleading. All advertising must conform to applicable federal, state, provincial, municipal, and administrative agency requirements.

ADVERTISING METHODS: Approved and Non-Approved

APPROVED METHODS*

The items listed below are the types of advertisements that will be reviewed for approval. Please note, final approval will be contingent on all other guidelines being followed.

1] E-blasts
2] Digital Ads (Display, Contextual)
3] Social Ads
4] Online Magazines/Blogs
5] Case Study
6] Pop-Up Banners at Tradeshows
7] Digital Ads at Tradeshows
8] Digital Signage
9] Search Engine Optimization (SEO)
10] TV Commercials
11] Youtube Videos
12] Youtube Ads
13] Radio Ads
14] Print Ads
15] Posters/Flyers
16] Postcards
17] Clothing / Merchandise**
18] Events**

NON-APPROVED METHODS*

The items listed below are the types of advertisements that fall outside of the guidelines and will not be approved.

1] Website Maintenance
2] Web Pages
3] Telemarketing
4] Private Event Suites
5] Private Dinners

** **NOTE**: If there are any forms of advertising that are not listed in either category in this section, please reach out to lauren.anderson@amrize.com for pre-approval. Approval is at the discretion of Elevate upon review of our Global Brand Guidelines.*

*** If you need assistance placing a co-branded order, we can help facilitate that through our preferred vendors.*

Firestone-branded advertisements will not be approved. We are officially Elevate and can only use and approve the Elevate brand.

APPROVED LOGOS

If you need a high-res version of any of these logos, you can download them from your Contractor Dashboard in the Master Contractor section, or request them by contacting us at lauren.anderson@amrize.com. Other approved colors that we can provide come in black and white, depending on the background of the advertisement.

QUESTIONS

Elevate encourages you to take full advantage of the advertising resources made available to your company. Please contact us at lauren.anderson@amrize.com with any questions about the program or for additional information regarding your co-op advertising dollars.

Terms & Conditions: Eligibility and Integrity of Advertising Transactions

1. Eligibility for Co-Op Advertising Funds: To ensure the integrity and intended purpose of the Co-Op Advertising Program, all participating contractors ("Participants") are required to engage in bona fide advertising transactions. These transactions must be conducted with independent, third-party entities that are not affiliated with, controlled by, or under common control with the Participant (hereafter referred to as "Qualified Advertising Vendors").

2. Prohibition of Related-Party Transactions: Participants are strictly prohibited from engaging in advertising transactions with related parties, including but not limited to subsidiaries, sister companies, parent companies, or any other entities where there may be a conflict of interest or a lack of independence. This prohibition extends to any entities directly or indirectly owned, managed, or controlled by the Participant or the Participant's principals.

3. Proof of Advertising Services: Participants must provide detailed proof of the advertising services rendered by Qualified Advertising Vendors. This includes, but is not limited to, copies of executed contracts, detailed invoices, and evidence of the advertising (e.g., photographs, screenshots, or links to online advertisements). The cost of the advertising services must be commensurate with the market rate for such services and justifiable in the context of the advertising medium and reach.

4. Verification and Audit Rights: Elevate reserves the right to verify the authenticity and independence of the advertising transactions. This may include requesting additional documentation, conducting audits, or engaging in other verification processes. Participants agree to cooperate fully with any such inquiries and to provide timely access to the necessary documents and information.

5. Consequences of Non-Compliance: If there is failure to comply with these guidelines, including engaging in related-party transactions or submitting fraudulent requests for co-op advertising funds, the request for reimbursement will be denied and co-op funds will not be released.

Amrize, LLC ("Licensor") grants Participant ("Licensee") a non-exclusive, non-transferable, revocable, and limited license to use the Elevate logo (the "Logo") solely for the purpose of advertising the Logo in connection with approved materials.

Restrictions and Conditions:

Licensee may not modify, alter, or distort the Logo in any way.
Licensee must comply with all brand guidelines provided by Licensor.
Licensee may not use the Logo in any manner that implies an endorsement, affiliation, or sponsorship by Licensor beyond the scope of this license.
Licensor reserves the right to review and request modifications to any use of the Logo.
Licensor may terminate this license at any time upon written notice to Licensee.