



Rewards Program Overview





DESIGNED TO MAXIMIZE YOUR DOLLARS AND YOUR TIME.

Your business is going places, and loyalty is the force driving your success. The Hayward Rewards Program is built on the power of loyalty, offering you exclusive, industry-leading Expert Line® products, helpful marketing tools and our all new rewards site with perks both you and your team will love. The possibilities are endless with Hayward Rewards, and we can't wait to see where our partnership takes us.

EARN POINTS ON ALL PURCHASES

Purchasing Hayward products now earns you points with every product* in distribution.

MORE WAYS TO REDEEM POINTS

Use your points your way! Redeem points for pool products, Hayward swag, gift cards and more!

ALL-ACCESS MOBILE INTERFACE

Streamlined design with access to reported sales, product announcements and events.

ONE-STOP SHOP

All information is now available on hayward.com. Everything you need, all in one place.

CO-OP MARKETING SUPPORT

Utilize Co-Op benefits by engaging with new and existing customers through creative cooperative marketing campaigns.



*W3 SKUs do not qualify for Rewards.

CO-OP MARKETING SUPPORT

The Hayward Co-op Advertising Program makes it easier than ever to get your business noticed and paid, with multiple options for creating an ad that's eligible for reimbursement. Utilize Co-Op benefits by engaging with new and existing customers through creative cooperative marketing campaigns.



Reimbursement will be made when a copy of the paid receipt and requested images are received. Late submissions will not be accepted.

WHAT TO INCLUDE:

- » A paid invoice statement
- » Proof of performance documentation
- » All supporting documentation
- » Prior Approval copy (if applicable)

WHERE TO SEND:

Email to: co-op@hayward.com

TOTAL REIMBURSEMENT VALUE

Hayward will pay up to a maximum of 50% of the advertiser's cost for co-op reimbursement.

REIMBURSEMENT TIMING

Co-op reimbursement is paid after the expense has been incurred. The reimbursement process will start once a paid invoice and pictures of the finished items, showing the Hayward logo, is submitted.

HAYWARD SALE VOLUME

Your Hayward Sale Volume determines your co-op dollars. Reimbursement is paid according to the amount of funds made available to a dealer.

CO-OP LEVELS FOR ELIGIBILITY

SALES REVENUE (PER CUSTOMER)	CO-OP PAYOUT
New Customer (no revenue yet)	\$500
Up to \$50,000	\$1,500
Up to \$100,000	\$2,000
Up to \$150,000	\$3,000
Up to \$200,000	\$4,000
Up to \$250,000	\$5,000
Up to \$300,000	\$6,000
Up to \$350,000	\$7,000
Up to \$400,000	\$8,000
Up to \$450,000	\$9,000
Up to \$500,000	\$10,000

FUND ELIGIBILITY*

Co-op funds are for a specific product line. You may not use funds from one program to pay for an ad that does not qualify under that program (e.g., you may not access the cleaner co-op funds unless the ad features one or more of Hayward's automatic pool cleaners).

QUESTIONS?

For more information about the Hayward Co-op Marketing Program, please contact your Hayward Sales Representative or the Hayward Co-op Administrative Center (co-op@hayward.com).

*Eligibility for co-op funds is re-evaluated on an annual basis. You are not automatically eligible for the amount of funds you received the prior year.

SCAN TO ACCESS
BRAND CENTER



SPEND MORE, EARN MORE.

As a Hayward Rewards member, you'll earn points on all your purchases*. As your purchases grow, so do your rewards. Through this flexible program, you have more ways than ever before to convert your points into rewards that are important to you.**



BRONZE

UP TO 1.5% on EVERYTHING
up to \$50K in Total Spend

SILVER

BRONZE + 1.8% on
\$50K-100K in Total Spend

GOLD

SILVER + 2.16% on
\$100K+ in Total Spend



REWARD YOUR BUSINESS. REWARD YOURSELF.

Luxury vacations? Industry events that grow your business? These are just some of the options when you redeem Hayward rewards points. Find out what all the program can offer - we've designed things to make sure we PARTNER BETTER every step of the way.



For more information on the Hayward Rewards Program, talk to your Hayward sales representative or visit hayward.com/rewards.



*Excluding W3 SKU purchases made online.

**Refer to Hayward Rewards terms and conditions for more details

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