Fund Usage Requirements:

General: Amana or Daikin must be the only brand advertised; competitor brands can't be mentioned. Amana or Daikin must be present in the ad unless the dealer has a signed Private Label agreement. Must adhere to advertising standards and requirements set forth in Amana graphic standards.

Approved Marketing/Training Uses	Required Substantiation for Reimbursement[1]
Newspaper/Magazine	Tear sheets with publication name and date, invoice of charges & proof of payment
Direct Mail	Samples, invoice of charges & proof of payment
Radio	Scripts, invoice of charges & proof of payment
Television/videos	Scripts, invoice of charges & proof of payment
Internet advertising, SEO & SEM, websites, Google Adwords, Review software	Printed copy of advertisement, URL, invoice of charges & proof of payment
Dealer Signage	Photo of signage, invoice of charges & proof of payment
Home Shows	Photo of booth, invoice of charges & proof of payment
Yellow Pages	Tear sheets with book name & date, invoice of charges & proof of payment
Electronic selling tools (Wrightsoft, Payzer, FieldLocate, Service Titan)[2]	Invoice of charges & proof of payment
Amana/Daikin, Distributor, or key vendor sponsored training (technical, sales & business) (covers the cost of training, travel & hotel)	Proof of attendance/roster from distributor, copy of training event or URL & proof of payment
Amana/Daikin brand clothing and merchandise (maximum of 25% of accrual total can be used on these items)	Photo or samples of branded items, invoice of charges & proof of payment
Membership fees for Strategic Alliance groups[3]	Membership receipt, invoice of charges & proof of payment
Other items on request	

[1]*Examples of "Proof of Payment" include: a copy of the check or credit card statement/receipt, copy of the cash receipt or a paid invoice from the vendor showing the paid amount.*
[2]*Up to $5,000 per year may be claimed with available accrual funds for approved in-home selling tools and business operation software.*
[3]*Up to $5,000 reimbursement for optional annual membership dues for Strategic Alliance groups can be claimed annually with available accrual funds. Please contact your distributor sales representative for more details on our Strategic Alliance group programs.*

Questions:
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