

GIVEAWAYS

Key chains, pens, shirts, etc.



| ELIGIBLE EXPENSES | INELIGIBLE EXPENSES |
|---|--|
| <ul style="list-style-type: none">• Eligible amount is up to \$4 per item• Product sample must be significantly smaller than the quantity or size of the actual product.• The U.S. origin statement is not required for giveaway items• All giveaway items must display the brand name (not a company's name if different) <p>Example: If giveaway item is \$4.00, we can reimburse \$2.00</p> | <ul style="list-style-type: none">• Giveaways that do not promote the brand• Giveaways that are tied to the purchase of product or associated with a coupon or price reduction• Giveaways that promote the company name but not the brand name(s), if the two are different• Giveaways that are not available at promotional activity• Cost of product• Giveaways over \$4 per item |

CLAIMS DOCUMENTATION

- Invoice
- Proof of payment
- Samples of the material or legible high-resolution photos showing the material entirety
- Photos of giveaways distributed at events

