

MICKEY THOMPSON



TIRES & WHEELS

UNDISPUTED. MTMA MARKETING ALLIANCE

ALLIANCE BENEFITS INCLUDE

**DOLLAR
REWARDS**
TIRES / WHEELS

**LOYALTY
REWARDS**
APPAREL / P.O.S.

**POWER
PROMOTIONS**
BONUS REWARDS

**PRODUCT
TRAINING**
#TEAM MT

**POINT OF
PURCHASE**
SUPPORT

**ONLINE
PORTAL**
24/7 STATUS

DOLLAR REWARDS

LUCRATIVE REWARDS FOR EACH MICKEY THOMPSON TIRE OR WHEEL PURCHASED.



MTMA Reward Card

TIER 1

\$2.50

per unit

based on 32 units per qtr.

TIER 2

\$5.00

per unit

based on 100 units per qtr.

TIER 3

\$7.50

per unit

based on 200 units per qtr.

LOYALTY REWARDS

EARN AN ADDITIONAL 1 POINT FOR EVERY UNIT FOR APPAREL/P.O.P. MATERIALS/DISPLAYS/CO-OP ADVERTISING.

POWER PROMOTIONS

EARN BONUS REWARD Power Promotions. NEW offer will be emailed to you quarterly. These PROMOS can equal DOUBLE or TRIPLE rewards or FREE products!

PRODUCT TRAINING

We offer training for you and your employees to help sell M/T Products. "UNCOMPROMISED CONSTRUCTION" & "UNDISPUTED PERFORMANCE"



FREE T Shirt or Hat with COMPLETED TRAINING

www.mickeythompson tires.com/training

FREE P.O.P. MATERIALS

See below for Starter Pack and Bonus Pack (Tier 1) items.

STARTER PACK

NO PURCHASE NECESSARY!

STICKERS



SOLD HERE DECAL



CATALOGS



POCKET GUIDES



12"X24" ALUMINUM SIGN & 3'X8' SHOP BANNER



BONUS PACK

TIER I - BONUS ITEMS

TIRE STAND



COUNTER POCKET GUIDE HOLDER
- 8.75" wide x 12.75" Tall



TIRE FLOOR STAND DISPLAY

INCLUDES:

- Poster Board, Tire Insert, Tire Stand & FREE Tire



SHOWROOM POSTER HOLDER

- Includes 3 double-sided posters / 17"x22"



MICKEY THOMPSON
M/T
TIRES & WHEELS



NO PURCHASE NECESSARY!

SIGN UP TODAY AT

USA - MTMAPROGRAM.COM
CANADA - MTMAPROGRAM.CA

For More Information Contact **MICKEY THOMPSON TIRES & WHEELS**
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