



## 2015 SPIFF Program

We are pleased to present to you our special incentive program to extend our gratitude for your dedication and commitment to our brand! At Demarco, we always view our Authorized Retailers as partners and friends.

### How It Works:

Our incentive program will run from January 1st, 2015 to December 31st, 2015.

Each sales associate will receive an incentive of \$50 when he/she sells at least \$5,000 MSRP in Demarco merchandise!

MSRP Sold	Incentive
\$5,000	\$50
for each \$2,500 above the \$5,000 minimum	\$25

**\* Sales associates cannot combine their sales with other sales associates to reach these incentive goals!**

These incentives will be issued once a year according to the Authorized Retailer's preference:

- a) credit towards the Authorized Retailer's account (the Authorized Retailer will need to pay their employees), or
- b) (1) VISA card for each sales associate claiming SPIFF incentives

### What You Need:

1) completed Demarco SPIFF form (attached)

2) copies of sales receipts for each item listed on the SPIFF form

- All special orders must be ordered and delivered within the same year to be eligible for the incentive program.
- All items must be sold at MSRP.
- All sold items must be registered for a Demarco Authenticity Card at [www.demarcojewelry.com](http://www.demarcojewelry.com).

**All sales documentation must be submitted for redemption by Jan 25th, 2016 in order to receive the incentives for sales made in 2015!**

### Criteria:

This program is available to sales associates and managers employed by a Demarco Authorized Retailer. The Authorized Retailer must purchase a minimum of \$25,000 wholesale annually from Demarco Jewelry with an account in good standing in order to qualify!

*Demarco will verify all records and track incentives per sales associate. Incentives will be issued by Demarco, upon submission and verification of all sales documentation. Demarco SPIFF incentives may not be redeemed for cash directly from Demarco by the sales associate. Accumulated Demarco SPIFF incentives expire on Dec 31st, 2015. Demarco SPIFF incentives are non-transferable and only redeemable by the sales associate who made the sales. Participants agree to the use of their names and/or photographs for publicity purposes at no additional cost to Demarco. Demarco is not responsible for late, lost, damaged, incomplete or illegible entries. Any item sold higher than the standard MSRP will receive credit at the standard MSRP. Shipping and handling, taxes applied and any additional fees related to the order will not receive SPIFF credit. The sale of Demarco close out merchandise does not qualify for the incentive program. The duration of the Demarco SPIFF program is solely at the discretion of Demarco, and rules are subject to change without any prior notice.*



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Authorized Retailer Name and Location:							
Sales Associate:							
#	Consumer Name	Date of Sale	Demarco Style# / Serial#	Store SKU #	MSRP Value	Date of Authenticity Registration	Sales Receipt #
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
<b>Total Sales in MSRP:</b>					<b>\$</b>		

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