

**BEAVERTAIL™**

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**2021 Large Volume Dealers**

**Partnership Guide**

## NO COMPROMISES. NO SHORTCUTS. NO EXCUSES.

As an Authorized Beavertail Dealer, you will enjoy the benefits of working with a first class organization. At Beavertail, we understand, because just like you we've been there. Time in the field and passion for the outdoors drives us to design and build products that go beyond "good enough". Look under the surface and you'll see innovation and thoughtful design built into every product we offer. As you review our product line you will see what sets us apart and why we remain a step ahead.

- **Best in class innovation** – Continuous development of new truly unique products and accessories
- **Unmatched quality** – From our durable Roto-Molded Sleds and Sneak Boats, to our decoy molds carved with intense detail by world champion carvers, to our hand painted decoys- you won't find an inferior product in our line up.
- **Best in Class warranty** – 3 years on Sneak Boats, up to 3 years on Decoys, 1 year on Blinds
- **Preparing you for success** -
  - Best in Class Sales, Marketing and Customer Service team for you and your customers
  - The Beavertail team is always available and can provide you the tools, training, and resources necessary to be successful.
- **Live the Legacy** – We are continuously building Beavertail brand awareness and providing our Dealers with tools to connect with new customers. Dealers have access to:
  - Content – Info, tips, features and benefits. Dealers are able to use these socially, in email newsletters, on their website and in-store.
  - New lifestyle & product images added annually to showcase Beavertail products, and to keep your marketing assets fresh and up-to-date.
  - Library of videos to use as needed
  - Sales support materials

## DISCOUNT LEVEL – LARGE VOLUME

Dealers will qualify to purchase Beavertail products at a steep discount.

- **A solid position within your market** - That is visible and provable to us through your current customer reach and traditional and digital marketing efforts.
- **Proudly offer the Beavertail product line to your customers**
  - Represent and promote Beavertail products on your website, for which we will provide you with the product images and specifications to achieve this.
  - Display Beavertail product in your showroom or lot. If you purchase “Display” units from Beavertail, you must purchase 5 additional stocking models of that SKU.
  - Market and advertise Beavertail products following our Minimum Advertised Price (MAP) structure
  - Follow Beavertail branding guidelines for all logo and brand use, including all marketing materials. Any digital or printed materials that are not created by Beavertail must have approval from Beavertail’s marketing department prior to distribution.
- **Provide the highest level of customer service and support to your customers and market outreach**
- **The ability to buy and stock product commensurate with customer demand in your market.**
- **Advertise Beavertail products following our Minimum Advertised Price (MAP) structure.**
- **Maintain/Update company contact information annually for Beavertail marketing resources.**
- **Properly train and educate your staff on the Beavertail product line.**
- **Maintain a relationship in good standing with your Beavertail Sales Representative**

## **2021-2022 “MAP” PRICING AND INTERNET PROGRAM**

### **DESCRIPTION**

**Beavertail presents the “2021 Dealer Minimum Advertised Price (MAP) and Internet Sales Program.” All statements referencing Beavertail or Beavertail Products is inclusive of DOA Products and DOA Decoys as well.**

This is available to you as an authorized Beavertail Dealer that plans to utilize a “published price” format in any marketing or advertising campaign. If all of your advertised prices comply with this MAP Program, you will be authorized to sell and ship Beavertail products direct to customers within the continental United States.

Written authorization will be required for any dealer or Dealer to ship product internationally or be considered an international business partner.

### **PURPOSE**

To encourage customer interaction with a focus on the features unrelated to price, such as performance, quality, lifestyle engagement, safety features, warranty coverage, durability, etc., during the retail sales process.

### **MAP PROGRAM TERMS**

**Beavertail Products:** The advertised price for Beavertail products cannot be presented to the public any lower than the published MAP pricing. The MAP price may or may not be less than the published MSRP pricing on the company’s websites at [www.explorebeavertail.com](http://www.explorebeavertail.com).

**Product Branding:** Beavertail has invested and will continue to invest in its proprietary branding in the public marketplace. All public advertising shall include the “Beavertail” Logo. The product name and description used in any and all forms of advertising media will directly reflect those listed in the “Beavertail Catalog” and on the company’s websites at [www.explorebeavertail.com](http://www.explorebeavertail.com).

No private labeling or branding will be authorized without written consent from the Beavertail corporate offices. To inquire about private labeling and the volumes required please contact your Beavertail Sales Manager.

### **MAP PROGRAM BENEFIT**

Dealers that participate (see next page), and comply with the terms of this MAP Program, will be authorized to MARKET, SELL AND SHIP all Beavertail products by store, catalog, flyer or via the internet.

### **MAP HOLIDAY**

There will be a MAP holiday offered this year where customers are able to advertise below the MAP pricing. MAP Holiday is scheduled for Thursday, November 25 through Monday, November 29, 2021.

### **INTERNET POLICY**

All sales activities, including those over the internet, should be consistent with the obligations and limitations in the current Beavertail pricing structure. Any statements made through the internet shall include but not be limited to “Additional Freight and Sales Tax where Applicable”. Any advertised prices greater than MSRP will be considered acceptable if they are represented as “all inclusive” or “value added” proposition (e.g., “fully assembled”).

## FINAL SALE PRICE

This MAP Program applies only to advertised prices and the prices used for the marketing of Beavertail Products. The final per unit sale price to the consumer of any Beavertail products will be determined by you as the “Authorized Dealer”, following negotiation, discounts if any, fees or surcharges if any.

Internet sales may be transacted at prices below MAP Program pricing, so long as the sale price is not reflected on the web page, or in the secure internet shopping cart (e.g., acceptable pricing descriptions or statements are “call for pricing”, or “request a price at email@XYZ.com” for actual “Specials” and any available “Discount Programs”). It is *not acceptable* to reflect lower prices on the web page or electronic shopping cart. It is not the intent or suggestion that the terms of the Beavertail MAP Program or any descriptive pricing model dictates or controls the sale price to the consumer.

## VIOLATIONS

A violation is defined as any marketing or advertising that represents Beavertail Products at prices below the aforementioned MAP Program prices. Public Pricing that violates the MAP Program could appear in catalogs, newspapers, billboards, promotional flyers, web pages (including electronic shopping carts) or any other form of media which identifies a price. It is also a violation of the MAP Program to sell and ship Beavertail Products for resale to a non-authorized dealer without consent from Beavertail or one of its Distributors private catalogs, flyers or via the internet marketing tools.

The penalties for violating this MAP Program are:

- 1st violation (unintentional) – warning directly to dealer.
- 2nd violation (or 1st intentional violation) – written warning and notification to the point of distribution which is to include the loss of any annual support offered by Beavertail.
- 3rd violation (or 2nd intentional violation) – termination of right to participate as a Beavertail Authorized Dealer and/or marketing to the public utilizing the Beavertail MAP Program.

## FREQUENTLY ASKED QUESTIONS

- **As a dealer can we use a Credit Card to purchase products?**
  - Yes you can, credit card payments are subject to a 3% surcharge (processing fee) applied to the total purchase, including freight.
- **How do we submit our orders?**
  - There are (2) two ways to submit orders to Beavertail.
    1. Submit via your online portal at [www.explorebeavertail.com](http://www.explorebeavertail.com). To receive your login credentials, email us at [customerservice@explorebeavertail.com](mailto:customerservice@explorebeavertail.com).
    2. Email your order to your Sales Representative
  - For “custom orders”, “special orders”, “display orders” or orders that require any type of extra attention please send an email to [orders@explorebeavertail.com](mailto:orders@explorebeavertail.com).
- **How do we receive our invoices?**
  - All of our invoices are emailed directly to your Accounts Payable contact in our system within 24 hours of the shipment leaving our facility.
  - If you have not received an invoice from us or have any inquiries regarding invoicing, please email us at [AR@exploreios.com](mailto:AR@exploreios.com) or give us a call at 1-877-935-9088.
- **After we place our order when should we expect it to ship or be available for pickup?**
  - All orders are processed in approximately (3) business days from the time of submission.
  - Expedited shipping or pickup can be made available but is contingent upon scheduling and current inventory availability. We recommend that you plan for (3) days but we will make every effort to accommodate if possible.
- **How do we find marketing support materials?**
  - Utilize your login and access to the FTP page on our website. This is a wealth of knowledge that offers you a simple resource for most of your technical questions and access to marketing tools. For more information see the enclosed marketing information.
- **How do we handle warranty issues or claims?**
  - Please review the “Beavertail Warranty Policy” then utilize our online “Warranty Claim Form” that can be found on our website under the “Customer Service” link listed below.  
<https://www.explorebeavertail.com/customer-service/warranty/>

## ADVERTISING AND MARKETING ASSETS

The following items/benefits are available to all our dealers to use at their discretion.

### 1) FTP Site Access

Online access to Beavertail Product Images, Lifestyle Photos, Videos, Sell Sheets, Installation Instructions, Logos, Warranty Info and more!

- Use an FTP Client. **ftp://47.44.87.18:21**
- Click on **FTP Login** in the top nav bar  
**User: beavertailftp**  
**Pass: RwW6RtaC7P**
- Click on the Beavertail
- Navigate from here as needed

### 2) Advertising and Marketing Material Available

- Catalogs
- Sell Sheets
- USB Drives with Videos, Photos, Sell Sheets and more
- Apparel

## CONTACT UPDATE FORM

We know a lot can happen in a year. Please take a minute to complete this form to ensure we have the correct contact information for your company and staff. Please email to \_\_\_\_\_ when completed. Thank you.

**BILLING ADDRESS:**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City State Zip: \_\_\_\_\_

Main Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

**SHIPPING ADDRESS:**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City State Zip: \_\_\_\_\_

\* If applicable, please attach additional documentation  
outlining any specific freight instructions

**ACCOUNTING & PURCHASING:****Accounts Payable:**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Buyer:**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

All invoices are sent via email within 24 hours of shipment. In the case you do not want them sent to the AP email address above, please specify a new one here: \_\_\_\_\_

**MARKETING:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**LOGISTICS / SHIPPING:**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_



## DEALER LOCATOR / LEAD REQUEST FORM

The online Dealer Locator tool allows consumers to locate Authorized Beavertail Dealers in their area and will be utilized by Beavertail to direct consumer leads to those dealers who comply with our requirements.

Our goal is to send leads to dealers that have enough Beavertail product knowledge to answer basic product questions, have stock or can willingly get product in a timely manner and have a web presence promoting the Beavertail brand.

**To qualify to be listed on our Dealer Locator and receive leads from Beavertail, you must:**

- Complete and return this request form to [customerservice@explorebeavertail.com](mailto:customerservice@explorebeavertail.com).
- Have placed and received orders from your Distributor within the past year.
- Have stock on hand or be willing to immediately order product to meet the consumer demand.
- Have working knowledge of the Beavertail products you market.
- Provide accurate contact information with updates if there are any changes.
- Indicate on your website that you are an Authorized Beavertail Dealer.

### COMPANY INFORMATION

Company: \_\_\_\_\_

Contact(s): \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

City State Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

This must be a phone # that is answered regularly  
and messages returned promptly

Website: \_\_\_\_\_

Purchase products through Distributor: \_\_\_\_\_

Beavertail products I plan to market (check all that apply): ☐ SNEAK BOATS ☐ MUD MOTORS ☐ SLEDS

☐ CUSTOM BOATS ☐ BLINDS ☐ DECOYS ☐ ACCESSORIES

Authorized Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

## WHO'S WHO AT BEAVERTAIL

### ADDRESS

Beavertail Products  
411 Congress St W  
Maple Lake, MN 55358

### CUSTOMER SERVICE HOURS

Monday – Thursday: 8:00 AM – 3:00 PM CST  
Friday: 8:00 AM – 2:00 PM CST

### SHIPPING HOURS

Monday – Friday: 8:00 AM – 3:00 PM CST

### GENERAL

NAME	PHONE	E-MAIL
Customer Service - General	1-877-935-9088	customerservice@explorebeavertail.com
Customer Service - Orders		orders@explorebeavertail.com
Accounts Receivable	320-963-2562	Kathy.Larson@rhinomade.com

### MANAGEMENT

NAME	POSITION	PHONE	E-MAIL
Jennifer Johanneck-Eystad	President	Office: 320-963-2532	JenniferE@rhinomade.com
Rick Alsen	Sales Manager	Cell: 320-241-1952	Rick.Alsen@explorebeavertail.com