

# DIRECT MAIL PROMOTIONS

The costs to design, produce, print, and mail sales materials are eligible for reimbursement under the Branded Program. Listed below are important requirements and reminders.

- ✓ The country where the sales materials are distributed must be listed in the company's Program Agreement or approved Amendment. (Mailings that include distribution in countries not listed with WUSATA will be prorated accordingly.)
- ✓ Brands and Products promoted in the sales material must be listed in the company's Program Agreement or approved Amendment. (Mailings that include brands and products not listed with WUSATA will be prorated accordingly.)
- ✓ Sales materials **must** promote the brand and **must** include a statement of US origin such as "Product of USA" or "Made in (state)" **on each separate item or unbound page.** ◀◀
- ✓ The mailing must be sent to **foreign contacts only.** ◀◀
- ✓ Expenses related to the mailing are reimbursed when the mailing has been completed.

## REQUIRED DOCUMENTATION

**Invoice, Proof of Payment, and Proof of Activity** are required for all expenses.

**Invoice** –General requirements:

- Date
- Name of vendor
- Itemized charges
- See chart below for *specific requirements.* ▼

**Proof of Payment** – one of the following:

- Copies of the front and back of a **cancelled** check.
- Copies of the front of a check and a bank statement listing the check as clearing the account.
- Copy of a bank wire transfer confirmation listing the originator, beneficiary, date, and amount.
- Copy of a credit card statement listing payment to the vendor as a line item.
- Signed receipt from the vendor.
- Copy of the debit note, copy of the check listing the deduction, copies of the product invoices the deduction was taken on, and copies of two other product invoices to show normal pricing.

**Proof of Activity**

- All printed material must include Brand name and statement of USA origin.
- See chart below for *specific requirements.* ▼

## Specific Requirements

Direct Mail Promotions	Invoice	Proof of Activity
Design/Formatting/Photography Expenses	<ul style="list-style-type: none"> <li>▪ General requirements</li> <li>▪ Name of project</li> </ul>	<p><b>If</b> submitted separately from Mailing Expenses include the following:</p> <ul style="list-style-type: none"> <li>▪ Example of completed sales material.</li> <li>▪ Copy of distribution list of addresses of foreign buyers.</li> <li>▪ Invoice from post office or mail service showing completed mailing.</li> </ul>
Mailing Expenses	<p>Invoice from post office or mail service which includes:</p> <ul style="list-style-type: none"> <li>▪ General requirements</li> <li>▪ Mailing date</li> <li>▪ Quantity of items mailed</li> </ul>	<p>Must include <u>both</u> of the following:</p> <ul style="list-style-type: none"> <li>▪ Example of completed sales material.</li> <li>▪ Copy of distribution list of addresses of foreign contacts.</li> </ul>
Production/Printing Expenses	<ul style="list-style-type: none"> <li>▪ General requirements</li> <li>▪ Quantity of items produced</li> <li>▪ Description of items produced</li> </ul>	<p><b>If</b> submitted separately from Mailing Expenses include the following:</p> <ul style="list-style-type: none"> <li>▪ Example of completed sales material.</li> <li>▪ Copy of distribution list of addresses of foreign buyers.</li> <li>▪ Invoice from post office or mail service showing completed mailing.</li> </ul>