



IN-COUNTRY PARTNER AGREEMENT
2023 WUSATA FundMatch Program

This form is an agreement between the FundMatch Program Participant and their foreign importer or distributor. Please submit completed and signed form to WUSATA.

FundMatch Program Participant:		Date:
In-Country Partner (Importer/Distributor):		
Contact Name:	Email:	
Phone:	Fax:	
Address:		Country:

During the 2023 FundMatch Program year (January 1, 2023 – December 31, 2023), the In-Country Partner will conduct promotional activities in the following countries:

The FundMatch Program Participant has an agreement with WUSATA, a State Regional Trade Group, and the federal government for the promotion of brand name products in foreign markets. This program allows the Participant to have an agent or customer in a foreign market participate in its promotional activities. This agent or customer is called an In-Country Partner (ICP).

In order for promotional expenditures to be eligible for reimbursement under WUSATA's FundMatch Program, they must meet the terms of Participant's FundMatch Program Agreement for the 2023 program year. Activities conducted under this agreement shall be supervised and documented by the Participant.

Costs incurred by the ICP may be included among the eligible costs claimed by the Participant under WUSATA's FundMatch Program if the following conditions are met:

1. ICP agrees to submit all documentation for reimbursement to the FundMatch Participant within 90-days of the end of the promotional activities conducted.
2. ICP agrees to keep and maintain records related to this agreement for five (5) calendar years following the end of the marketing period and to permit the Participant and WUSATA to inspect, copy, and/or audit such documents.
3. The claimed expenses are not reimbursed by any other organization.
4. ICP expenses are separately identified in claims submitted by the FundMatch Participant.
5. The FundMatch Participant assures that such expenses are verifiable and reasonable, and that the reimbursement is forwarded to the ICP.

We hereby agree to the terms and conditions of this In-Country Agreement.

In-Country Partner

U.S. FundMatch Participant

Signature: _____

Signature: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

All advertising, literature, point-of-sale materials, or any other promotional materials produced using FundMatch Program funds must clearly identify the U.S. origin of the product by stating "Product of the U.S.A.," "Grown in the U.S.A." or "Made in America." The term "Distributed By" does NOT meet the qualification for the U.S. origin statement. Also, items without the U.S. origin statement are NOT eligible for reimbursement.

REIMBURSEABLE EXPENSES

- **Literature and Point-of-Sale Materials:** Production and distribution of catalogs, sell sheets, brochures, shelf talkers, banners, posters, recipe cards, and related translation costs. Give-away items such as T-shirts, caps, pens, and key rings are eligible, but are limited to a maximum reimbursement of \$4.00 each. Every item produced must comply with the “Product of U.S.A.” origin identification requirement and promote the brand approved in the WUSATA FundMatch Program, or it is not eligible for reimbursement.
- **Demonstrations:** In-store and food service promotions, product demonstrations to the trade and to consumers, and shipment of promotional samples (excluding the cost of the samples themselves). Temporary displays and space rental for displays, such as end-of-aisle and gondola displays.
- **International Trade Shows:** Booth fees, freight for samples, booth set-up costs, electricity, furniture rental, and part-time contractors to demonstrate or interpret at the show. Travel is eligible for U.S. Participants only. **A photo of the entire booth taken during the show must accompany an expense claim for this activity.**
- **International Trade Seminars:** Designed to inform industry representatives about U.S. brands and products. This includes site rental, audio-visual rental, interpreters, translation, and duplication of seminar materials. This does not include travel expenses, food and beverage costs, or seminar attendance fees.
- **Part-Time Contractors:** Demonstrators, interpreters, translators, and receptionists to assist with promotional activities, such as in-store demonstrations, trade shows, and seminars.
- **Advertising:** Production and placement of advertisements in magazines, newspapers, billboards, posters, and direct-mail advertising. Production and placement of television and radio advertising is also eligible. Again, these ads must conform to the U.S. product origin identification requirement and promote the brand approved in the WUSATA FundMatch Program. **Coupons are not eligible.**
- **Public Relations:** Production and distribution of promotional information to the media, trade, and consumers, such as press releases and press kits.
- **Packaging/Labeling:** Charges are eligible if governmental regulations change and make a once compliant label non-compliant, or to change a label in order to conform to country import regulations.
- **Trade Missions:** An organized sales event that includes at least five companies exhibiting products in the form of a tabletop display (example: Agricultural Trade Office tabletop displays). Foreign buyers must attend a trade event, and an FAS/ATO must participate in the Trade Mission. See International Trade Shows for eligible expenses. *****Trade Missions must be pre-approved by WUSATA*****

NON-REIMBURSABLE EXPENSES

- ❖ Any activity not identified in an approved activity plan or amendment.
- ❖ Expenditures for materials that do not meet the U.S. origin identification requirement and promote the brand approved in the WUSATA FundMatch Program
- ❖ Any expenditure incurred for an activity prior to SRTG approval of that activity.
- ❖ Salaries, living expenses, and office expenses.
- ❖ Travel and per diem costs. (These are eligible for two employees of the participating company only.)
- ❖ The cost of product samples.
- ❖ Slotting fees, licensing fees, sales commissions, or similar sales expenditures.
- ❖ Design and production of U.S. origin identification stickers.
- ❖ Meals, receptions, refreshments, entertainment, and gifts.
- ❖ Purchase or construction of permanent displays (lasting beyond one activity plan year).
- ❖ Product development or modification costs and market research.
- ❖ Consultant fees.
- ❖ Goods, services, and salaries of personnel provided by the Foreign Third Party.
- ❖ Delegate participation fees for conventions or symposiums.
- ❖ Membership fees in clubs and social organizations.
- ❖ Refundable deposits or advances.
- ❖ U.S. Government-sponsored activities other than trade shows.
- ❖ Business cards or seasonal greeting cards.
- ❖ Rental, lease, or purchase of office or warehouse space.
- ❖ Home office domestic administrative expenses, including communication costs.
- ❖ Cost of documenting MAP expense claims
- ❖ Coupon redemption, price discounts, or the design, distribution and printing of coupons.
- ❖ Internet web site development or maintenance costs.
- ❖ Promotional items tied to the purchase of product.
- ❖ Trade fixtures.

For a list of eligible/ineligible expenses and the documentation required for reimbursement, see the 2023 [FundMatch Program Guide](#).