The Co-Op Marketing Program was launched in 2019 to provide marketing tools to Authorized Basta Boatlifts Dealers. This program is designed to drive brand awareness and grow dealer's sales. The menu of tools has been created out of requests from the Dealer community - we hope as you browse it you are inspired to promote your business and find items that will be helpful! If there is something you would like added to the list of marketing tools that will grow the brand and can be used by other Authorized Dealers, we are open to suggestions.



Tri-fold brochures

HOW TO EARN CO-OP MARKETING DOLLARS:

Your annual Co-Op dollar allotment is equal to 1% of your last year's accumulated sales (Jan-Dec, up to $5,000 maximum spend.) New dealers will receive a $500 kick-off for their first year.



Acrylic business signs

HOW TO REDEEM YOUR CREDIT:

Just call us, It's that simple. You will be able to order Co-Op items until your credit allocation is reached. To qualify, you must first turn in you annual "Dealer Essential Documents" (Dealer Agreement, Terms & Conditions, and Proof of insurance.)

Beautifully Installed By:
GATCO MARINE
253-640-5800
Basta Boatlifts Authorized Dealer

Above - custom bunk rail decals

Below - Custom dealership key chains for Boat Lift Key Fobs



"Boat Happy" stickers

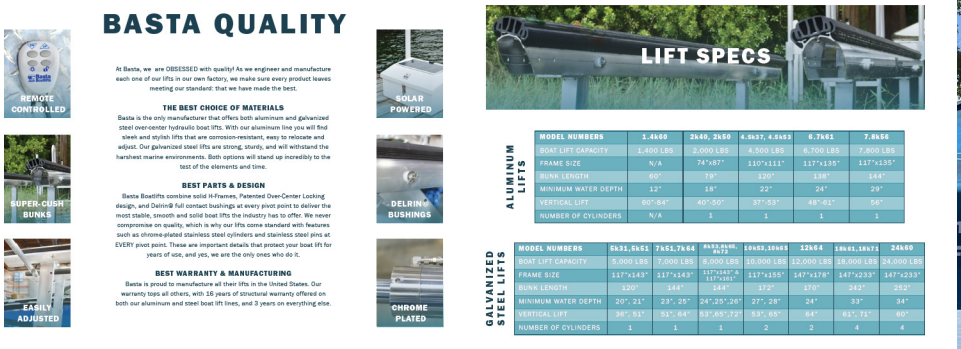




Authorized Dealer window/truck decals



Full product line brochure



MATERIALS AVAILABLE FOR CO-OP REDEMPTION

BASTA PRINTED MATERIALS	
DOCK BOX LID LABEL - ROLL OF 250 (4"SQ)	$200
CUSTOM DEALERSHIP BUNK RAIL DECALS	$350
ADDITIONAL FIELD GUIDES	$12 EA
TRI-FOLD BROCHURES	$2 EA
FULL PRODUCT LINE BROCHURES	$5 EA
GRAPHIC DESIGN SERVICES & DIGITAL ADVERTISING	
PRINT/DIGITAL AD DESIGN (does not include ad cost)	$50
DIRECT MAIL DESIGN (does not include printing/postage)	$75
WEBSITE CREATION (you pay for hosting, routine maintenance)	$200
CUSTOM WEBSITE TUNE-UP (refresh menus, logos, images, new products...)	$100+
CUSTOMIZED E-BROCHURES (using your company info and linking)	$150
BASTA APPAREL/SWAG	
"BOAT HAPPY" 3.5" STICKER	$5 (Per 20-pack)
BASTA TRUCKER HAT W/LEATHER LOGO PATCH	$20
CO-BRANDED QUARTER ZIP	$40
CO-BRANDED HOODIE	$40
CO-BRANDED PVC KEY CHAIN, ORDER OF 100	$225
TRADE SHOW/SHOWROOM MATERIALS	
6FT STRETCH TABLE COVER, FULL COLOR	$250
CUSTOM P.O.P. MATERIAL DESIGN	$50 (Per project)
12 FT FEATHER FLAGS, DOUBLE-SIDED W/POLES	$550 (Pair)
3'X6.5' RETRACTABLE FLOOR SIGN	$650

Have an idea unique to your business and not addressed on this list? No worries! We can do almost anything with a little bit of planning and research. Contact Amy in Marketing for all your Co-Op needs: amyj@gobasta.com

Basta logo trucker hat



Custom dock box lid stickers



Indoor/outdoor display items



Inner dock box sticker area

