

TRIPLE CROWN

Frequent Buyer Program



Purpose:

The purpose of the **Triple Crown Buy 12, Get 1 Free Frequent Buyer Program** is to reward existing Triple Crown customers for their loyalty while also providing an incentive for new customers to try Triple Crown.

Program Basics:

Consumers purchase Triple Crown products, cut the proof of purchase seals off the back of each bag and collect them in a frequent buyer program envelope provided by Triple Crown. Once a consumer has 12 seals, he/she sends the envelope directly to Triple Crown for a free bag coupon to be redeemed at the retailer.

Program Rules:

- The Buy 12, Get One Free program is good on all Triple Crown products
- Consumers are limited to 12 free bags per calendar year
- Proofs of purchase must be submitted; receipts will not be accepted
- If different product proofs are submitted together in a group of 12, the least cost product will be given as the free bag
- If submitting more than 12 proofs in one envelope, proofs must be bundled in groups of 12
- Free bag coupons will be void if manipulated in any way and will not be reissued
- The Frequent Buyer Program cannot be combined with other offers/programs
- Consumers may be responsible for tax on free bag
- Triple Crown reserves the right to discontinue the program at any time

Redemption Instructions:

1. Consumer collects 12 proofs of purchase and completes all of the information on the envelope. Information (located on inside envelope flap) **MUST** be provided in order to receive a free bag coupon:

TRIPLE CROWN
PROOF OF PURCHASE
Complete

Customer Name: _____
Address: _____
Email: _____ Phone: _____
of Proofs Enclosed**: _____ Feed Earned***: _____

**if submitting more than 12 proofs per envelope, proofs must be bundled in groups of 12 and noted
***if proofs from different products are submitted, FREE bag is the lowest cost feed

2. Consumer sends completed envelope with 12 proofs to **Triple Crown Nutrition, P.O. Box 220, Mohnton, PA 19540.**
3. Once processed, Triple Crown will send consumer a free bag coupon for product purchased (or the least expensive product if there are multiple product proofs). Please allow at least four weeks for processing.
4. Consumer redeems free bag coupon at retailer.
5. Retailer submits coupon to: **Triple Crown Nutrition, P.O. Box 220, Mohnton, PA 19540** for reimbursement.
5. Triple Crown sends a check to the retailer to cover the cost of the free bag, plus freight if applicable (must be noted with submission).
6. Reimbursement to the retailer is usually within 45-60 days of receiving submission.

Promoting the Frequent Buyer Program:

Triple Crown provides Frequent Buyer Program envelopes, as well as Frequent Buyer Program wobblers for use in store.