

SUNFIRE®

BECOME A SUNFIRE

DEALER

2024-25



Built rugged tough for long-term use.



SunFire is the only portable heater brand Made in USA.

NO SMELL NO FUMES



SOCIAL MEDIA

SunFire is highly promoted on Instagram, YouTube, Facebook, X, and LinkedIn.



GIVEAWAYS

Product sweepstakes that boost brand awareness and generate leads for dealers.



MULTI-MEDIA

Images, videos, brochures, and other POP items are made available to dealers.



TRADE SHOWS

SunFire generates leads and brand awareness by attending numerous trade shows annually in multiple markets.



SUPPORT

Our technical support team based at our facility in Janesville, WI is ready to support our dealers and customers directly.



DIGITAL ADVERTISING

A large investment of financial capital each year is spent towards digital advertising to increase sales for our dealers.

ABOUT SUNFIRE

SunFire is a major brand of Rock Energy Systems, a leader in the heating industry for 47 years. In 2015, we developed our first SunFire radiant heater that offered a superior heating solution compared to traditional forced air heaters for an indoor commercial safe heating experience with no smell and no fumes. We're growing rapidly and need more dealers like your company to meet demand. Partner with us today!

2024-25 SEASON PROGRAM

| REQUIREMENTS | RESELLER | DEALER | GOLD DEALER |
|---|----------|----------|-------------|
| All Dealers and Resellers must abide by MAP policy. | ✓ | ✓ | ✓ |
| Purchase minimum: 4 units annually. | ✓ | ✓ | ✓ |
| Stocks at least 2 different models. | ✓ | ✓ | ✓ |
| Offers service repair. | ✗ | ✓ | ✓ |
| Stocks all 3 models. | ✗ | ✗ | ✓ |
| Purchase minimum: 15 units annually. | ✗ | ✗ | ✓ |
| Must list SunFire Logo and/or products on website. | ✗ | ✗ | ✓ |
| Offers rental. | OPTIONAL | OPTIONAL | OPTIONAL |

| BENEFITS | RESELLER | DEALER | GOLD DEALER |
|--|----------|--------|-------------|
| Access To images & free brochures. | ✓ | ✓ | ✓ |
| Listed on our website Store Locator. | ✓ | ✓ | ✓ |
| 0% Consumer Financing Program via Sheffield available. | ✗ | ✓ | ✓ |
| Qualifies for reimbursement on warranty work. | ✗ | ✓ | ✓ |
| Dealer badge displayed based on dealer type. | ✗ | ✓ | ✓ |
| Holiday MAP exceptions. | ✗ | ✓ | ✓ |
| Receives priority ranking over lower tier Dealers on Store Locator. | ✗ | ✗ | ✓ |
| Advertising Co-op/Trade Show Reimbursement: Up to \$1,450. | ✗ | ✗ | ✓ |
| Receives free POP/SWAG kit each year. (Banners, stickers, hats etc.) | ✗ | ✗ | ✓ |

Purchase Requirements for Dealer Classification

SunFire will use purchase quantities from September 1st of previous year through August 31st of current year. In-season Dealer level upgrades are possible if units purchased after September 1st of current year reach minimum requirements.

Holiday MAP Exceptions

Will allow below MAP advertising during these specific dates: Nov. 15-30 and Dec. 14-27.
Current MAP: SF80=\$1,795, SF120=\$2,495, SF150=\$3,195 (Subject to change).

Advertising Co-op/Trade Show Reimbursement

Qualifying Gold Dealers will be reimbursed up to \$1,450 for placing digital ads with Google, Facebook, and Instagram. This also applies to qualifying Gold Dealers that gets a booth/tent at a local/regional trade show that makes SunFire the prominent showcased brand and displays at least one SunFire heater. Our MAP policy does not apply to trade shows, allowing dealers to display any price while showcasing SunFire at trade shows to sell as many units as possible.

An ad proof along with an invoice is required for reimbursement on advertising co-op. For trade show reimbursement, a copy of the trade show booth/tent invoice and an image of the booth/tent with one or more of our heaters on display is required to receive reimbursement.

* Program subject to change.

PN 81011773 MAY 24



Contact your local distributor or call SunFire for more info.

(855) 251-1649



sunfireheaters.com