

SUNFIRE®

DEALER PROGRAM

2025-26



DEALER SUCCESS PROGRAM WE SUPPORT OUR DEALERS



SOCIAL MEDIA

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



STORE LOCATOR

We include all of our dealers in our online store locator so customers can find a local dealer to purchase from.



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 heaters are manufactured in the USA and have the highest reputation for quality and durability. Our heaters offer a superior heating solution compared to traditional forced air heaters because they offer a clean, odorless experience. We were founded in 2015 and have grown exponentially for six straight years. As we continue to grow, we need more dealers to meet demand. Partner with us today!

2025-26 SEASON PROGRAM

REQUIREMENTS	STANDARD DEALER	GOLD DEALER	PLATINUM DEALER
Minimum annual purchase per location from May 1, 2025 - April 30, 2026.	10 Units	20 Units	50 Units
First order minimum purchase for new Dealers.	6 Units	12 Units	35 Units
Must abide by MAP - Minimum Advertised Price policy.	✓	✓	✓
Must stock all three models with at least one unit of each.	✓	✓	✓
Offers service and warranty repair.	✓	✓	✓
Must list SunFire Logo or products on website.	✓	✓	✓

BENEFITS	STANDARD DEALER	GOLD DEALER	PLATINUM DEALER
Access to images, logos, and brochures.	✓	✓	✓
Listed on our website Store Locator.	✓	✓	✓
0% Consumer Financing Program available via Sheffield.	✓	✓	✓
Qualifies for reimbursement on warranty work.	✓	✓	✓
Dealer badge displayed on store locator.	✓	✓	✓
Holiday MAP exceptions.	✓	✓	✓
Receives priority ranking on Store Locator.	✗	✗	✓
Advertising Co-op/Trade Show Reimbursement.	✗	\$1,450	\$2,500
Has the ability to set up Sub-Dealers that purchase from your Dealership.	✗	✗	✓

RESELLERS
Resellers do not offer service and are ineligible for warranty reimbursements. All other Standard Dealer requirements apply to be listed as an Authorized Reseller. Benefits: Access to images, logos, and brochures. Listed on store locator and Holiday MAP Exceptions.

HOLIDAY MAP EXCEPTIONS

Will allow below MAP advertising during these specific dates: Nov. 15-30 and Dec. 13-27.

ADVERTISING CO-OP/TRADE SHOW REIMBURSEMENT

Qualifying Dealers will be reimbursed up to their Dealer limit for placing digital ads with Google, Facebook, and Instagram. This also applies to trade show booth fees and hotel costs up to the co-op limit where SunFire is prominently showcased and displayed with at least one heater. MAP policy does not apply to trade shows.

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/hotel invoice and an image of the booth with one or more of our heaters on display is required to receive reimbursement.

PLATINUM DEALERS: SUB-DEALERS

All Platinum Dealers can sign up Sub-Dealers and Resellers throughout the country that purchase directly from them. Requirements still apply for them to be listed as an "Authorized" Dealer or Reseller.

* Program subject to change.

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SUNFIRE

Contact your distributor or
call SunFire for more info.

(855) 251-1649



sunfireheaters.com