

# Retailer Co-Op Marketing Promotion Authorization Sheet

**Retailer Name**

**Retailer Account #**

**Promotion Start Date**

**Promotion End Date**

**Contact Name**

**Contact Email**

**Contact Phone**

**Promotion Description**

**Media/Marketing Type**

e.g. Digital, Radio, Print, Social Media

**Summary of Expected Outcomes/Objectives**

Expense Item	Vendor/Partner	Cost	Co-Op %	Requested Co-Op Amount
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Expense Item	Vendor/Partner	Cost	Co-Op %	Requested Co-Op Amount
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**Additional Notes**

**Retailer Signature**

**Date**

**Brand/Company Approval Signature**

**Date**