

MICKEY THOMPSON  
**EM/T**  
TIRES & WHEELS



# UNDISPUTED. MTMA MARKETING ALLIANCE

DOLLAR  
REWARDS  
UP TO \$15

PRODUCT  
TRAINING  
#TEAM MT

ONLINE  
PORTAL  
24/7 STATUS



# 2023 DOLLAR REWARD\$

# PRODUCT TRAINING

**LUCRATIVE REWARDS FOR EACH  
MICKEY THOMPSON TIRE PURCHASED**

TIER	TIER 1	TIER 2	TIER 3
UNITS	32	100	200
RACE	\$5.00	\$8.00	\$12.00
LEGEND	\$5.00	\$8.00	\$12.00
BOSS	\$5.00	\$10.00	\$15.00

## MICKEY THOMPSON MARKETING ALLIANCE PROGRAM

**TIRE ONLY PROGRAM**  
**1 PRIMARY DISTRIBUTOR**  
**2 SECONDARY DISTRIBUTORS**



MTMA Reward Card

**FREE** T Shirt or Hat with  
**COMPLETED TRAINING**  
[MICKEYTHOMPSONTIRES.COM/TRAINING](http://MICKEYTHOMPSONTIRES.COM/TRAINING)





# HOW IT WORKS

## MICKEY THOMPSON MARKETING ALLIANCE PROGRAM RULES & CONDITIONS

Mickey Thompson is offering a special Tire-Only marketing program called the Mickey Thompson Marketing Alliance Program (“MTMA”) to support our warehouse distributors (WD) and our marketing alliance partners (“Members”). The MTMA program applies to the sale of tires only and is designed to provide Members with marketing assistance along with reward dollars. The MTMA Members receive reward dollars by simply purchasing select Mickey Thompson tires through an approved WD and promoting Mickey Thompson products in their retail store.

## ENROLLMENT PROCESS

- U.S. retailers can enroll online at [www.mtmaprogram.com](http://www.mtmaprogram.com); Canadian retailers can enroll online at [www.mtmaprogram.ca](http://www.mtmaprogram.ca)
- All retailers must select one approved Primary WD at the time of enrollment.
- Once approved, Members will receive an email from the MTMA Portal Team with instructions on how to log into the MTMA Portal. Members can select up to two additional approved Secondary WDs. Payment details need to be finalized within 30 days of approval. Failure to do so will result in a cancellation of the Member’s MTMA account. Members also receive a Starter POP kit which will include catalogs, pocket guides, and stickers. Once Members have reached Tier I, addition POP material is provided.

Members reward earnings will be based on quarterly purchases. Each Member’s tire purchases will be tracked by the approved WDs, so there is nothing else Members need to do except sell! Here’s how the rewards are calculated:

- |               |   |
|---------------|---|
| <b>TIER 1</b> | Members will receive a \$5.00 per unit reward based on a minimum of 32 units per quarter.   |
| <b>TIER 2</b> | Members will receive a \$8.00 per unit reward based on a minimum of 100 units per quarter for Race and Baja Legend tires.   |
| <b>TIER 2</b> | Members will receive a \$10.00 per unit reward based on a minimum of 100 units per quarter for Baja Boss tires.   |
| <b>TIER 3</b> | Members will receive a \$12.00 per unit reward based on a minimum of 200 units per quarter for Race and Baja Legend tires.  |
| <b>TIER 3</b> | Members will receive a \$15.00 per unit reward based on a minimum of 200 units per quarter for Baja Boss tires. NOTE: Tier I must be reached before any payouts are issued. |

All payout amounts above are shown in US Dollars. Only units purchased through an approved MTMA distributor will count towards rewards. Reward earnings will be issued on a quarterly basis after WD purchase verification is received and issued based on the tier level achieved by the Member. If the minimum units for achievement are not met, no earnings will be issued for that quarter. Members must sell minimally 128 units annually to remain a Member in the MTMA Program.

Rewards are paid quarterly. Rewards earned will be issued within two months after the quarter has ended. Example: Rewards earned in the first quarter (January-March) will be issued in May. All return to stock credits will be deducted from your tier level prior to calculating rewards. All rewards are processed through the MTMA portal team.

Members may change WD choices one time per calendar year. All WD selections must be made through the MTMA Portal by visiting [MTMAPROGRAM.COM](http://MTMAPROGRAM.COM). WD changes will be handled within 3-5 business days of receipt.

The spirit of the MTMA is “Growth”. Mickey Thompson expects MTMA Members to maintain or exceed tier levels year after year and to capture future Mickey Thompson business by supporting warranty claims (more details below).

Members of the Program should focus on local retail business, not just internet sales, and cannot be direct customer of Mickey Thompson. Mickey Thompson reserves the right to limit membership to those businesses that meet Program Requirements.

## WARRANTIES

If the dealer which originally sold the tire is no longer available or can no longer offer the service, MTMA Members are required to support the warranty claims of any consumer regardless of purchase origination. For warranty exclusions, please refer to the complete “Mickey Thompson Passenger and Light Truck Tire Limited Warranty” by visiting [MICKEYTHOMPSONTIRES.COM](http://MICKEYTHOMPSONTIRES.COM) or contact Mickey Thompson’s technical support department at 800-222-9092.

## MAP PRICING POLICY INFO

Mickey Thompson has implemented a U.S. Minimum Advertised Price Policy (“MAP Policy”) that prohibits retailers from offering products covered by the MAP Policy at a net adjusted price less than the minimum advertised price established by Mickey Thompson. In addition, the MAP Policy bans other conduct, such as certain advertising and marketing practices.

All infractions will result in the penalties described in the MAP Policy. The Map Policy including, a complete list of penalties and obligations, can be accessed electronically at [MICKEYTHOMPSON.CHANNELSYNC.COM](http://MICKEYTHOMPSON.CHANNELSYNC.COM).

Mickey Thompson requests that all retailers visit the [MICKEYTHOMPSON.CHANNELSYNC.COM](http://MICKEYTHOMPSON.CHANNELSYNC.COM) website and create an account. This will provide you access to the MAP Policy, the covered products, the current permitted advertised pricing, as well as all periodic updates to these documents. In order to avoid infractions, it is each retailer’s responsibility to review the MAP Policy and bring their entity and all downstream partners into compliance. Please note that the same act(s) or failure(s) to act may result in multiple violations if not timely cured. If any payments are scheduled to be earned, they will be placed on a temporary hold until MAP violations have been corrected and your status is placed back in good standing. Only the MAP Policy Administrator can determine if your status has been moved back to good standings.

If you have any questions, please direct them in writing to the MAP Policy Administrator at [mapadmin@mickeythompsonstires.com](mailto:mapadmin@mickeythompsonstires.com). Mickey Thompson alone is responsible for enforcing the MAP Policy and will do so unilaterally. Mickey Thompson’s designated MAP Policy Manager is the only person authorized by Mickey Thompson to communicate MAP Policy updates, changes, or decisions. No other Mickey Thompson representative or agent is authorized to confirm compliance with or amend the MAP Policy. Mickey Thompson will not communicate with any Retailer regarding another Retailer’s advertising practices.

## ADDITIONAL PROGRAM INFORMATION

Mickey Thompson reserves the right to terminate the MTMA Program or change the terms and conditions at any time. All changes will be communicated to all Program Members promptly after made.

Eligibility to participation in the MTMA Program is determined solely by Mickey Thompson.

MTMA Members may terminate their participation in the Program at any time by providing written notice to Mickey Thompson.

Members shall not disclose the terms and conditions of the MTMA Program to any third party or post online.

The MTMA Program may be terminated or amended at any time by Mickey Thompson at its sole discretion. Mickey Thompson reserves the right to cancel any dealer(s) from participating in the MTMA Program at any time, at Mickey Thompson’s discretion.

The Program shall be governed by the laws of the state of Ohio and any disputes related in any way to the Program shall be filed and litigated exclusively in the courts of Summit County, Ohio.

Only new, first-quality products count towards program goals. If you have any questions about the MTMA Program, contact the MTMA Manager at (800) 222-9092 Extension 3130.



# MTMA FAQS

**SIGN UP TO BECOME A PROGRAM MEMBER TODAY AT:**  
**MTMAPROGRAM.COM** (U.S. based retailers) or  
**CANADA - MTMAPROGRAM.CA** (Canadian based retailers)

**Q. DOES EACH STORE HAVE TO QUALIFY FOR THE TIER LEVEL OR IS IT BY THE MEMBER'S OVERALL PURCHASES?**

A. NO, THE ATTAINMENT IS BASED ON THE MEMBERS'S OVERALL PURCHASES. PLEASE CONTACT THE MTMA ADMINISTRATOR TO SET UP MULTIPLE LOCATIONS.

**Q. CAN I CHANGE MY PRIMARY OR SECONDARY WD SUPPLIERS?**

A. YES. MEMBERS CAN CHANGE THEIR WD SUPPLIER ONCE PER YEAR. A CHANGE REQUEST WILL GO INTO EFFECT WITHIN 3-5 BUSINESS DAYS. VISIT THE MTMA PORTAL TO REQUEST ANY CHANGES. [WWW.MTMAPROGRAM.COM](http://WWW.MTMAPROGRAM.COM).

**Q. DO I HAVE TO SIGN A YEARLY AGREEMENT TO BE A MEMBER OF THE MTMA PROGRAM?**

A. AS LONG AS MEMBERS MEET OR EXCEED THE ANNUAL NUMBER OF UNITS REQUIRED TO STAY IN THE PROGRAM, MEMBERSHIP WILL AUTOMATICALLY RENEW. FAILURE TO MEET THE MINIMUM SALES REQUIREMENTS WILL RESULT IN CANCELLATION OF MEMBERSHIP

**Q. WHERE DO I GET INFORMATION ON MICKEY THOMPSON'S MAP PRICING POLICY?**

A. ALL MEMBERS SHOULD VISIT THE [MICKEYTHOMPSON.CHANNELSYNC.COM](http://MICKEYTHOMPSON.CHANNELSYNC.COM) WEBSITE AND CREATE AN ACCOUNT. THIS WILL PROVIDE ACCESS TO THE MAP POLICY, THE COVERED PRODUCTS, THE CURRENT PERMITTED ADVERTISED PRICING, AS WELL AS ALL PERIODIC UPDATES TO THESE DOCUMENTS.

**Q. CAN I ENROLL FOR THE PROGRAM ONLINE?**

A. YES, JUST VISIT [WWW.MTMAPROGRAM.COM](http://WWW.MTMAPROGRAM.COM) (OR .CA) AND COMPLETE THE NECESSARY INFORMATION. YOU WILL RECEIVE AN EMAIL FROM THE MTMA PORTAL TEAM TO FINISH SETTING UP YOUR PAYMENT DETAILS WITHIN 3-5 BUSINESS DAYS.

**Q. HOW ARE REWARDS RECEIVED?**

A. US MEMBERS HAVE THE OPTION OF RECEIVING REWARDS THROUGH A MICKEY THOMPSON REWARDS CARD OR DIRECT DEPOSIT. IN CANADA, ALL REWARDS ARE PAID VIA DIRECT DEPOSIT ONLY. ALL PAYMENTS ARE HANDLED AND PROCESSED THROUGH THE MTMA PORTAL TEAM. CHANGES OR UPDATES TO PAYMENT INFORMATION SHOULD BE DIRECTED TO THE MTMA PORTAL TEAM BY CALLING 833-237-5108 OR EMAILING [MTMAPROGRAM@360INCENTIVES.COM](mailto:MTMAPROGRAM@360INCENTIVES.COM).

If you have any questions about the MTMA Program, contact the MTMA Manager at (800) 222-9092 Extension 3130.





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**For More Information Contact MICKEY THOMPSON TIRES & WHEELS  
4651 Prosper Drive Stow, OH 44224 | P: 800-222-9092 ext. 3130 | mtma@mickeythompsontires.com**