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# PARTNERSHIP PROGRAMME

# WHAT IS THE PARTNERSHIP PROGRAMME?

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The Warlord Games Partnership Program is a mutually beneficial partnership involving both the trade customer and Warlord Games to give the best possible service to our customers. This is a retailer exclusive program designed to support, promote and enhance our closest retail partners.

Consider this document a blueprint for a closer and stronger relationship between you and Warlord Games. Your account manager will work with you to ensure the programme is tailored to suit your business.

The Partnership Program is broken down into "levels". As a Partnership Store you will be able to achieve a level that you are comfortable with and that compliments your store.

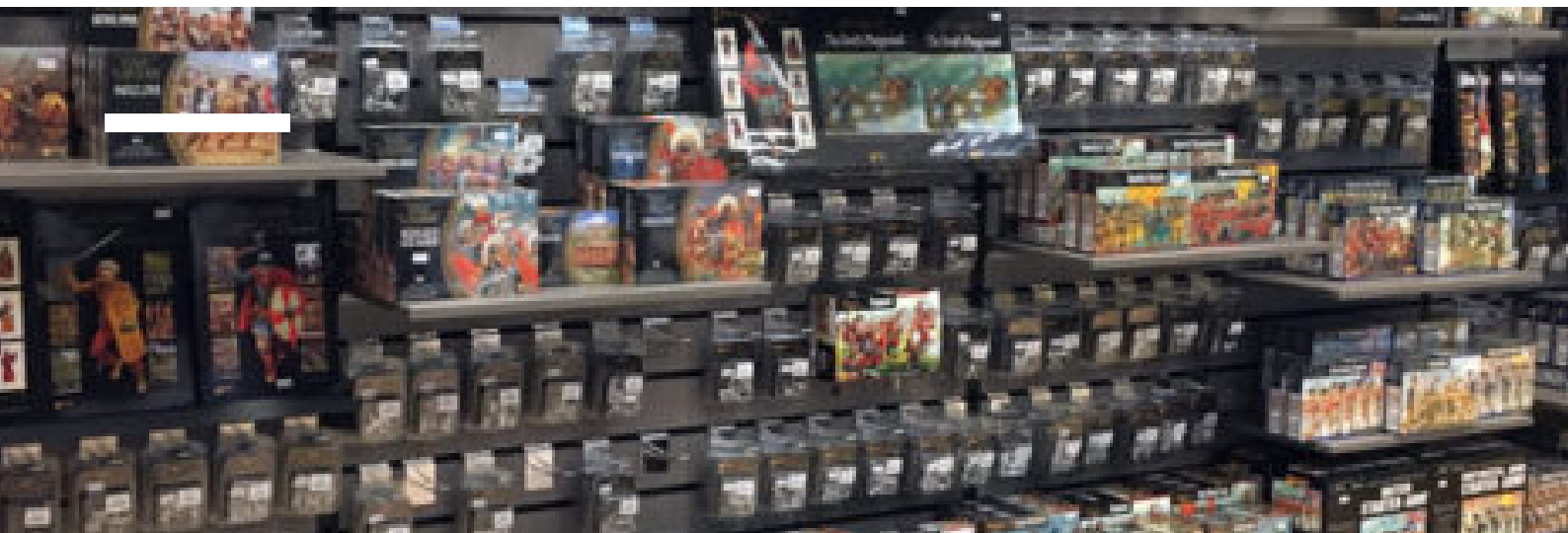
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# PARTNERSHIP PROGRAMME COLLECTIONS

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The range of Warlord Game's products is broken down into Collections. This is represented in the table below.

## WARLORD GAMES PARTNERSHIP COLLECTIONS



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## WHATS IN EACH COLLECTION

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**Core** – This is the top 50 best-selling products taken from our key ranges.

**WWII** – This is a collection of extended best sellers from Bolt Action, Blood Red Skies, Cruel Seas, and Victory at Sea.

**Historical** – This is a collection of extended best sellers from Black Powder, Black Seas, SPQR, Hail Caesar, and Pike & Shotte.

**Sci-Fi & Fantasy** – This is a collection of extended best sellers from Judge Dredd, Warlords of Erehwon, Konflikt '47, and Beyond The Gates of Antares.

There are three levels of the Partnership Program to be achieved each affording additional benefits. These benefits are broken down below.

Increased discount based on Partnership Level on all Warlord Games Trade products;

- General retailer – 35%
- Partnership Level 1 – 37%
- Partnership Level 2 – 40%
- Partnership Level 3 – 43%

From Level 1 you will be eligible to receive a discount code for use on the warlordgames.com web-store giving you a 30% discount on all eligible Warlord Games products.



# **PARTNERSHIP PROGRAMME REQUIREMENTS**

BECOMING A PARTNERSHIP STORE IS SIMPLE. YOU ONLY NEED TO DO TWO THINGS:

1. PLACE AN ORDER FOR THE MINIMUM REQUIREMENT OF EACH ITEM AS AGREED WITH YOUR ACCOUNT MANAGER FROM THE CORE COLLECTION OF PRODUCTS. ALTERNATIVELY, IF YOU ARE AN EXISTING TRADE CUSTOMER YOU NEED TO BRING YOUR STOCK LEVELS UP TO THE MINIMUM REQUIREMENT OF EACH ITEM AS AGREED WITH YOUR ACCOUNT MANAGER OF EACH ITEM FROM THE CORE COLLECTION OF PRODUCTS.

2. YOU MUST CARRY OUT A STOCK CHECK OF THE PARTNERSHIP COLLECTION ITEMS ONCE PER MONTH AND SUBMIT THIS TO YOUR ACCOUNT MANAGER. WARLORD GAMES WILL THEN RESTOCK YOU UP TO THE MINIMUM REQUIREMENT OF EACH ITEM AS AGREED WITH YOUR ACCOUNT MANAGER OF EACH OF THE PARTNERSHIP COLLECTION ITEMS FROM THE RANGES YOU HAVE SELECTED.

IN ORDER TO ACHIEVE THE HIGHER LEVELS OF THE PARTNERSHIP PROGRAMME ALL YOU NEED TO DO IS ADD ADDITIONAL PARTNERSHIP COLLECTIONS TO YOUR STORE;

EXAMPLE – LEVEL 2 PARTNERSHIP  
CORE COLLECTION + WWII COLLECTION  
= PARTNERSHIP LEVEL 2  
= 40% TRADE DISCOUNT

**LISTED BELOW ARE THE REQUIREMENTS TO MAINTAIN YOUR PARTNERSHIP LEVEL ON A MONTHLY BASIS.**

- MONTHLY STOCK CHECK OF PARTNERSHIP COLLECTION ITEMS SUBMITTED TO WARLORD GAMES
- PARTNERSHIP COLLECTION ITEMS MAINTAINED AT THE REQUIRED QUANTITY
  - MINIMUM OF ONE TRADE ORDER PLACED WITH WARLORD GAMES PER CALENDAR MONTH

IF FOR ANY REASON YOU FAIL TO MEET THE ABOVE REQUIREMENTS YOUR PARTNERSHIP LEVEL PRIVILEGES WILL BE REVOKED.

A COOL-OFF PERIOD WILL THEN BE IN PLACE FOR ONE FULL CALENDAR MONTH. DURING THIS COOL-OFF PERIOD, YOU WILL BE ABLE TO TRADE WITH WARLORD GAMES AS A GENERAL RETAILER. ONCE THE COOL-OFF PERIOD HAS PASSED YOU MAY THEN RE-JOIN THE PROGRAM AS PER THE REQUIREMENTS ABOVE.



## **PARTNERSHIP PRODUCTS AND EXTENDED RANGE PRODUCTS**

YOU CAN PLACE ORDERS FOR PARTNERSHIP PRODUCTS AND EXTENDED RANGE PRODUCTS AT THE SAME TIME. ORDERS THAT INCLUDE THE EXTENDED RANGE PRODUCTS MAY BE SUBJECT TO A LONGER TURNAROUND.

### **QUESTIONS?**

IF YOU HAVE ANY QUESTIONS ABOUT OUR STOCKIST RANGE PLEASE CONTACT YOUR ACCOUNT MANAGER.

