

## Big Rewards. Bigger Opportunity. Welcome to the 2026 Booking Program!

Get ready to unlock your best season yet! Our 2026 Dealer Booking Program is back and built to reward. With four dynamic tiers tailored to your business — from Imperial Certified Dealer to Dealer Advantage — there’s a path for every partner to grow faster, sell smarter, and earn more.

Whether you’re looking to maximize margin, gain exclusive access to promotions, or take your brand to the next level — this program is your launchpad.

Let’s make 2026 your most successful year yet.

### Tier 4 - Dealer Booking

- Super Early Buy Discount**5% - Orders placed prior to September 30<sup>th</sup>, 2025 for shipment at factory convenience prior to December 18<sup>th</sup>, 2025.
- Early Buy Discount**3% - Orders placed prior to October 31<sup>st</sup>, 2025 for shipment at factory convenience prior to March 1<sup>st</sup>, 2026.

- Benefits for Dealers who book:**
  - Minimum pre-paid freight.\*
  - Will be listed on Broil King Dealer Locator.
  - Vendor Support with off-MAP Promos.
  - June 1 dating.
  - Eligible for 3% CO-OP.

### Tier 3 - Dealer Advantage

In addition to Tier 4 benefits, Dealer is eligible to receive quantity volume discount on booking & in-season purchases and access to iQue™ gas grills.

- Book 50% of LY’s total volume or \$10,000\* booking order minimum (whichever is greater).
- Book 50% of LY’s total volume or \$20,000\* booking order minimum (whichever is greater) to qualify for Growth Incentive.

\*After Discounts

**Growth Incentive**  
**Dealers are eligible to receive a volume rebate on total eligible purchases if they place a booking order.**

- 10% Growth**1.50% Retroactive to dollar one.
- 25% Growth**3.00% Retroactive to dollar one.

Based on in season purchases between October 1<sup>st</sup>, 2025 - September 30<sup>th</sup>, 2026.  
Account needs to be in good standing to qualify, current with payables.

### Tier 2 - Certified BBQ Dealer

In addition to Tier 3 and 4 benefits, Dealer is eligible to receive quantity volume discount on booking & in-season purchases and access to iQue™ gas grills.

**1% credit** at the end of the season based on purchases October 1, 2025 to September 30, 2026.

- \$75,000\* minimum annual Broil King purchases.
- Book 50% of LY’s total volume or \$25,000\* booking order minimum (whichever is greater).
- Full line store assortment in-store and online.

\*After Discounts

### Tier1 - Imperial Certified Dealer

In addition to Tier 3 and 4 benefits, Dealer is eligible to receive quantity volume discount on booking & in-season purchases and access to iQue™ gas grills.

**2% credit** at the end of the season based on purchases October 1<sup>st</sup>, 2025 to September 30<sup>th</sup>, 2026.

- \$150,000\* minimum annual Broil King purchases.
- Book 50% of LY’s total volume or \$75,000\* booking order minimum (whichever is greater).
- Full line store assortment in-store and online.

\*After Discounts

Available Program Rewards				
Partner Program Level	Tier 4 - Dealer	Tier 3 - Dealer Advantage	Tier 2 - Certified	Tier 1 - Imperial
Eligible for Quantity Discount		✓	✓	✓
Early Buy Program (upon payment)	3-5%	3-5%	3-5%	3-5%
CO-OP Marketing Program	3%	3%	3%	3%
Growth Incentive Rebate		1.5-3%	1.5-3%	1.5-3%
Certified (CBE) Dealer			1%	
Imperial Certified Dealer				2%
Available Program Credits up to:	5%	11%	12%	13%