

SUNFIRE

BECOME A SUNFIRE

DEALER



Built rugged tough for long-term use.



SunFire is the only portable heater brand Made in USA.

THREE MODELS AVAILABLE
Maximize your sales by offering all 3 models.



SOCIAL MEDIA

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



GIVEAWAYS

Product sweepstakes that boost brand awareness and generate leads for dealers.



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 is a major brand of Rock Energy Systems, a leader in the heating industry for 47 years. In 2015, we used our expertise to burn used oil pure and clean to develop our first SunFire model that offered a superior heating experience compared to traditional forced air heaters for a more quiet and odorless experience. No fumes and no headaches. Since then, we continue to grow exponentially each year in partnership with our fantastic dealers and hope to continue this growth with your company.

2023-24 SEASON PROGRAM

REQUIREMENTS	RESELLER	DEALER	GOLD DEALER
All Dealers and Resellers must abide by MAP policy.	✓	✓	✓
Offers Service.	✗	✓	✓
Stocks at least 2 models.	✗	✓	✓
Stocks all 3 models.	✗	✗	✓
Purchase minimum: 6 units per year.	✗	✓	✓
Purchase minimum: 15 units per year. <i>(In-season Upgrade Possible)</i>	✗	✗	✓
Lists SunFire Logo and/or products on website.	✗	✓	✓
Offers Rental.	OPTIONAL	OPTIONAL	OPTIONAL

BENEFITS	RESELLER	DEALER	GOLD DEALER
Access To Images & Free Brochures.	✓	✓	✓
Qualifies for reimbursement on warranty work.	✗	✓	✓
0% Consumer Financing Program <i>(50/50 split between Dealer/SunFire)</i>	✗	✓	✓
Listed on the Dealer Locator.	✗	✓	✓
Dealer Badge displayed based on dealer type.	✗	✓	✓
Receives priority ranking over lower tier Dealers.	✗	✗	✓
Holiday MAP Exceptions.	✗	✓	✓
Co-op Advertising: Receive up to \$700 for Google Ads or Facebook Ads.	✗	✗	✓
Trade Shows: Receive up to \$750 for trade show reimbursement.	✗	✗	✓
Leads: When available within 45 mile radius. <i>(Gold Dealers Receive Priority)</i>	✗	✓	✓
Will Receive Free POP/SWAG Kit Each Year. <i>(Banners, Displays, Hats etc.)</i>	✗	✗	✓

Purchase Requirements for Dealer Classification

SunFire will use purchase quantities from September 1st of previous year through August 31st of current year. In-season Dealer level upgrades are possible if units purchased after September 1st of current year reach minimum requirements.

Holiday MAP Exceptions

Will allow below MAP advertising during these specific dates: Nov. 17-28 and Dec. 16-26.
Current MAP: SF80=\$1,595, SF120=\$2,395, SF150=\$2,995 (Subject to change).

Advertising Co-op

Qualifying Dealers will be reimbursed up to \$700 for placing digital ads with Google or Facebook. Funds will be reimbursed quarterly during the heating season. 1st Reimbursements will be paid in January for the period of September-December and the second paid in April from the period January - March. Advertising proof is required for reimbursement.

Trade Show Reimbursement

Qualifying Dealers will receive up to \$750 if they sign up for a booth or tent at a local/regional trade show and highlight at least one SunFire heater. SunFire will require a copy of the trade show invoice and an image of one or more of our heaters in the trade show booth to receive reimbursement.

* Program subject to change.

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SUNFIRE

Contact your local distributor
or call SunFire for more info.

(855) 251-1649



sunfireheaters.com