



BRIDEWELL

GC



GOLD CIRCLE PROMOTIONS CLUB AGREEMENT

This Agreement is made between _____, hereinafter known as the Gold Circle Promotions Club Sugro Wholesaler, and _____, hereinafter known as the Gold Circle Promotions Club Retailer, and is entered into in good faith by both parties for the period shown. The Agreement is initially effective for twelve months from the date of commencement and is subject to the notice period as stated within item (4) below.

Sugro UK also reserves the right to terminate this Agreement by giving fourteen days' notice in writing to the specified Gold Circle Promotions Club Sugro Wholesaler and/or the specified Gold Circle Promotions Club Retailer.

The Gold Circle Promotions Club Wholesaler agrees:

- (a) To provide to the specified Gold Circle Promotions Club Retailer a promotional programme designed to generate additional sales, as per Gold Circle Promotions Club promotional details;
- (b) To provide free of charge to the specified Gold Circle Promotions Club Retailer promotional posters, shelf-talkers and personalised leaflets;
- (c) To provide to the specified Gold Circle Promotions Club Retailer various items of equipment (as available) "FREE ON LOAN" via manufacturers.

The Gold Circle Promotions Club Retailer agrees:

- (1) To implement the Gold Circle Promotions Club offers in each promotion period and use posters and dump bins provided by the specified Gold Circle Promotions Club Sugro Wholesaler (suppliers will audit compliance on a regular basis);
- (2) To use the specified Gold Circle Promotions Club Sugro Wholesaler as the main supplier of Confectionery, Crisps & Snacks and Soft Drinks;
- (3) To have no claim on the "Free on Loan" equipment which will be supplied at the request of the Gold Circle Promotions Club Retailer and with the approval of the manufacturer;
- (4) If the Gold Circle Promotions Club Retailer wishes to terminate this Agreement, four weeks' notice of termination must be given to the Gold Circle Promotions Club Sugro Wholesaler.

Signed: _____ Signed: _____
On behalf of the Gold Circle Promotions Club Sugro Wholesaler On behalf of the Gold Circle Promotions Club Retailer

Date of Commencement: From: _____ For a period of twelve months.

Gold Circle Promotions Club Sugro Wholesaler:
(Business name & address)

Gold Circle Promotions Club Retailer:
(Business name & address)

_____ Post Code: _____

_____ Post Code: _____

Tel No.: _____

Tel No.: _____

Customer Account No: _____

LEAFLET OVERPRINT DETAILS (if different to Agreement name & address)

- POINT OF SALE REQUIRED** FULL KIT INCLUDING DOOR-TO-DOOR LEAFLETS
 POSTERS AND SHELF-TALKERS ONLY

Please ensure that all sections are completed to avoid any delay in registering this application.

**N.B.: SUGRO UK IS THE REGISTERED TRADE MARK OF NATIONAL WHOLESALE CONFECTIONERS LTD.
AND THIS MAY ONLY BE USED WITH THEIR EXPRESS PERMISSION.**