

medalist

2022-2023 Medalist & Coolant Loyalty Incentive Trips



1st SOURCE

Chevron Lubrication Marketer





Medalist Program Basics



The 2022-2023 Medalist Program is an exciting program that rewards US and Canadian 1st Source Marketers for Chevron

lubricants product purchases and growth over a 12-month period (July 1, 2022 - June 30, 2023).

The Medalist program includes the Coolant Loyalty Contest and rewards top performing marketers with fantastic trips that take place the year following the end of the program. One great program with 41 winners!

Eligibility and Program Basics

Medalist

- Medalist standings are calculated using a point system that takes into account both purchased volume and % growth vs. prior program period.
- All 1st Source Elite and 1st Source Marketers automatically participate without having to enroll.
- Marketers earn points for purchases of qualifying products (excluding MSA volume), which are grouped into three categories. Points are earned as follows:
 - Synthetic & ELC = 15 points per gallon/3.785 litres
 - Premium = 7.5 points per gallon/3.785 litres
 - Conventional = 2 points per gallon/3.785 litres
- Medalist standings are calculated with a point system in which both purchased volume and % growth vs. baseline are taken into account. Baseline is equal to points earned in the previous period, with a minimum baseline of 3MM points. Winning Marketers must exceed a minimum of 3MM points.
- The Medalist calculation formula is as follows: Current Points earned X (% growth or decline vs. baseline)

Coolant Loyalty

- All 1st Source Elite and 1st Source Marketers automatically participate without having to enroll.
- Coolant Loyalty standings are calculated with a point system in which both purchased volume and % growth vs. baseline are taken into account. Each marketer's base volume will be the highest volume of qualifying products (excluding MSA) purchased during each of the three previous contest periods. The minimum baseline volume is 50,000 gallons/189,250 litres. Winning Marketers must exceed a minimum purchase level of 50,000 gallons/189,250 litres and a minimum of 3% growth in qualifying product purchases during the 12-month period. See next page for more details.

- The Coolant Loyalty calculation formula is as follows:
(0.25 x purchased volume up to baseline)
+ (% growth x total purchased volume)

Prizes

- **Gold Trip for two** to a destination chosen by Chevron Lubricants Management (approx value \$10,000 per person) that will take place in 2024. Each Gold Medalist winner will also receive a plaque recognizing their achievement.
- **Silver Trip for two** to a destination chosen by Chevron Lubricants Leadership (approx value \$5,000 per person) that will take place in 2024. Each Silver Medalist winner will also receive a plaque recognizing their achievement.
- **Eagle Award** - the top overall marketer will receive a special trophy recognizing them for being the top Chevron Lubricants Marketer.
- There will be 17 Gold Trip winners and 24 Silver Trip winners as follows:

Medalist Business Area Winners:

- **Gold (5):** The marketer with the highest number of points in each of the four business areas in the US and one from Canada will win a Gold Trip.
- **Silver (10):** The next two marketers with the highest number of points in each of the four business areas in the US and from Canada will win a Silver Trip. (NOTE: Marketers that won a Gold trip are not eligible to win the Silver Trip.)

Medalist Wildcard Winners:

- **Gold (10):** The ten marketers with the highest number of points regardless of business area will win a Gold Trip. (NOTE: Marketers that won the Business Area Gold trip are not eligible to be Wildcard Winners.)
- **Silver (8):** The next eight marketers with the highest number of points regardless of business area will win a Silver Trip. (NOTE: Marketers that won a Gold or Silver trip are not eligible to be Wildcard Winners.)

Coolant Loyalty Winners:

- **Gold (2):** The two marketers with the highest number of points in Coolant Loyalty will win a Gold Trip.
- **Silver (6):** The marketer with the highest number of points in each of the four business areas in the US and from Canada will win a Silver Trip. The marketer covering multiple business areas with the highest number of points will also win a Silver Trip. (NOTE: Marketers that won the Coolant Gold Trip are not eligible to win the Silver Trip.)



Medalist/Coolant Loyalty Qualifying Products/Points



Medalist Qualifying Products/Points

Please refer to the **2022 Chevron max Qualifying Product List found in the Chevron Marketing Hub**

- Synthetic & ELC = 15 points per gallon/3.785 litres
- Premium = 7.5 points per gallon/3.785 litres
- Conventional = 2 points per gallon/3.785 litres

Coolant Loyalty Qualifying Products/Points

PRODUCT NAME	PRODUCT CODE
Delo® ELC Advanced Antifreeze/Coolant	227818, 227819
Delo ELC Antifreeze/Coolant	227808, 227811, 275109, 275110, 275111
Delo XLC Antifreeze/Coolant	227076, 227077
Delo XLI Corrosion Inhibitor - Concentrate	236540
Delo ELI Corrosion Inhibitor - Concentrate	236541
Havoline® Xtended Life Antifreeze/Coolant	236542, 236543
Havoline Universal Antifreeze/Coolant	227062, 227063
HDAX® Antifreeze/Coolant	227072, 227075, 275112
Chevron Heavy Duty Antifreeze/Coolant	227043, 227045, 275113, 275114

All contest volume calculations are based solely on participating Marketer's purchased volume of qualifying products. Volumes are credited to Marketers at the time of shipment. Marketer Serviced Account (MSA) volumes (Chevron Direct Accounts) are excluded from volume calculations.

Determination of Base Volume, Growth %, Points and Winners - How it Works:

Base Volume

Total volume of the qualifying products is the highest purchased volume of qualifying products (excluding MSA) in each of the previous three contest periods.*

*Minimum base volume is 50,000 gallons/189,250 litres. Marketers whose highest purchased volume in each of the previous three periods was lower than this minimum base volume will be assigned 50,000 gallons/189,250 litres as their base volume.

Growth %

Each Marketer's total volume of qualifying coolant products purchased during contest period of July 1, 2022 - June 30, 2023 will be compared to the base volume to determine growth %.

Earning Points

- Base Volume Points = .25 point per 1 gallon/3.785 litres up to base volume
- Growth points are determined by multiplying the total qualifying 2022/2023 volume times the growth %.

Example

Purchased volume of qualified products during contest period = 66,000 gallons/249,837 litres

Base volume = 55,000 gallons/208,197 litres

Marketer growth % = 20%

Base Volume Points: 55,000 gallons/208,197 litres x .25 = 13,750 points

Growth Points: 66,000 gallons/249,837 litres x 20% = 13,200 points

Total Points: 26,950 points

Terms and Conditions

Winners of the Gold and Silver trips who wish to accept the trip must participate in the trips that are scheduled in 2024. Winners may not postpone the trip or request cash in lieu of the trip.



Medalist Diamond Award



Medalist Diamond Awards

The Medalist Diamond Award recognizes US and Canadian 1st Source and 1st Source Elite marketers with outstanding growth. These marketers are acknowledged at Momentum and receive a plaque for their achievement.

Diamond Award Basics

- Base Volume: Total volume (excluding MSA) purchased between July 1, 2022 to June 30, 2023
- Eligibility:
 - Minimum total volume (excluding MSA) of 400,000 gallons/1,514,000 litres.
 - Minimum of 7% growth in purchased volume (excluding MSA) during program period vs. prior period.
- Award: The 5 Marketers with the top growth percent by Business Area will receive the Diamond Award. Multi-regional marketers with a minimum of 7% growth will also receive this award.