



## MARKETING PROGRAMS

### VIP Program – Boat & ATV Owner Member Cards

**All** buyers of **new** WRMG-branded boat and off road models will qualify for the VIP Member discount card, which provides discounts up to 10% on most items purchased at Bass Pro Shops and Cabela's retail stores. Length of VIP Membership is as follows:

- Without a valid email, the VIP card is valid for **12 months**.
- If buyer provides a valid email address, the VIP card is valid for **24 months**.

#### *VIP Member Advantages:*

#### **10% Discount at all Bass Pro Restaurants:**

Uncle Buck's Fishbowl and Grill, Uncle Buck's Brewery and Steakhouse, Uncle Buck's Grill, Hemingway's Blue Water Café, Islamorada Fish Company, White River Fish House, Blue Fin Lounge, and Cabela's Deli and Grill (excluding The Lookout at The Pyramid and Big Cedar Lodge Restaurants). This promotion will discount all food and non-alcoholic beverages.

**10% Discount on qualifying Bass Pro Shops & Cabela's brands**, including: Johnny Morris, Bob Timberlake, Ascend, Natural Reflections, RedHead, White River Fly Shop, Walleye Angler, XPS, Bass Pro Shops, Worldwide Sportsman, Offshore Angler, and Prowler trolling motors.

Discounts are not valid on the following product categories: non-Bass Pro Shops proprietary reels or trolling motors, electronics, firearms, black powder guns, ammunition, reloading equipment, scopes, bows, arrows, taxidermy, boats, all off road units, gift cards, safes, fishing and hunting licenses, golf clubs, items located in vendor outlets, and temporarily marked down items.

More information for customers regarding VIP at <https://www.basspro.com/shop/en/vip-owners-discount-card>.

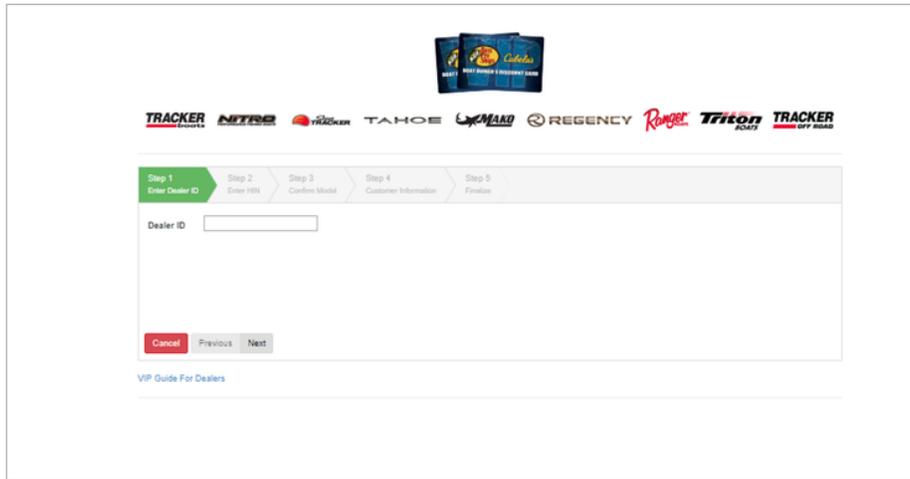
## How to enroll a new boat or off road owner:

To generate a buyer's VIP card, simply access the following page <https://boat.basspro.com/VIP>.

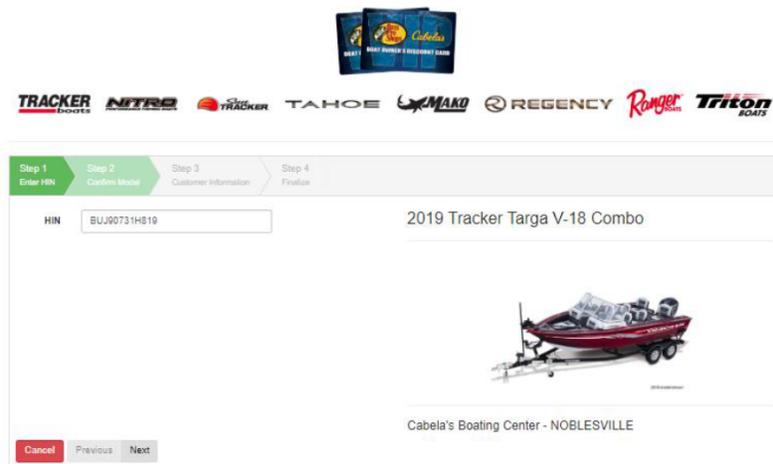
Note: The boat must be warranty registered with in 10 days of delivery/creating the VIP, or the VIP will never activate.

Dealers will be guided through a 5-step process:

### Step 1: Enter Dealer ID



Step 2: Enter the HIN or Tracker Off Road Serial Number. After the HIN or Serial Number is entered, then click *next* and the screen will display an area to type in model and select year. Please note, entering a previously submitted HIN or serial number with a different customer information, it will create a NEW VIP number that will not activate. If a dealership needs a VIP unregistered, please contact [www.dealerservicesWRMG.com](http://www.dealerservicesWRMG.com).



Step 3: Type in Model information. If the model information does not automatically generate, dealers may enter the model information.












Step 1  
Enter VIN
Step 2  
Confirm Model
Step 3  
Customer Information
Step 4  
Finalize

Make

Model

Model Year

2019 Tracker Targa V-18 Combo



Cabela's Boating Center - NOBLESVILLE

Cancel
Previous
Next

Step 4: Customer Information. At this step, dealers will enter the customer information as shown below. When the customer provides a valid email address their VIP Discount effective dates will increase to two full years. **IMPORTANT** – The customer’s email address in the VIP system must be entered in the *email address* field when completing the warranty registration process. Do not enter any numbers in the *Outdoor Rewards number* section unless the customer has a current Outdoor Rewards or VIP account. Click *Next* for Step 4.












Step 1  
Enter VIN
Step 2  
Confirm Model
Step 3  
Customer Information
Step 4  
Finalize

First Name

Last Name

Email

Confirm Email

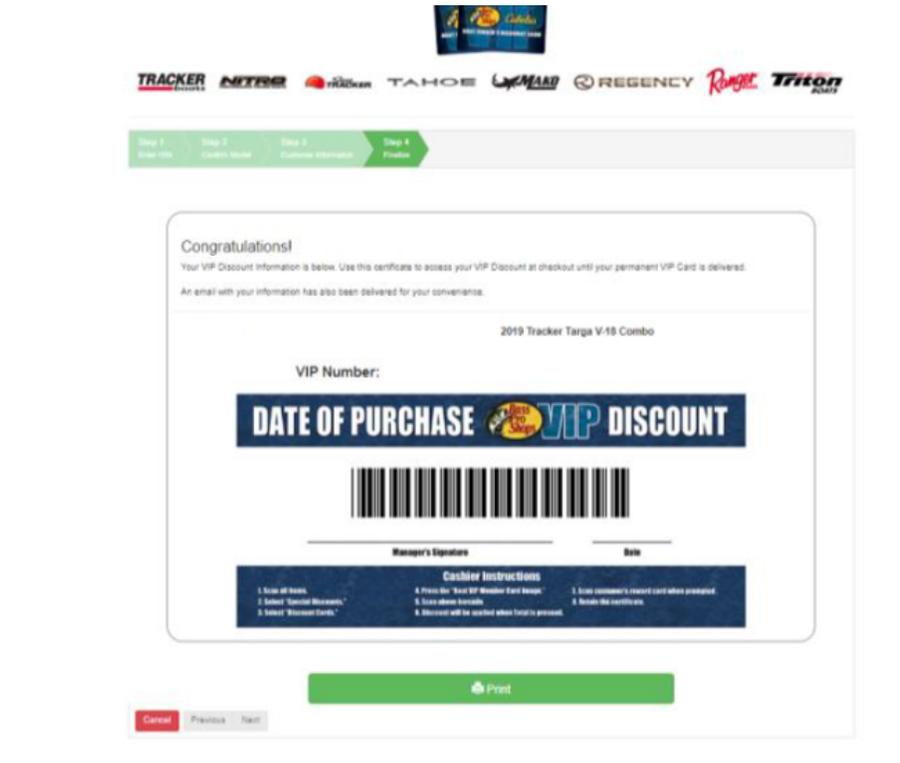
Bass Pro Shops  
Outdoor Rewards  
Number

Are you active or retired  
military?

Cancel
Previous
Next

**Step 5: Finalize.** This is the last step and will provide a VIP number. Dealers will be asked to print this confirmation screen with a temporary bar code which will allow the customer to begin using their discount immediately (see sample below). NOTE: The temporary bar code allows purchases but does not track rewards points, the customer will receive direction in their VIP letter along with their VIP card on how to add their points for purchases prior to official VIP card being received.

\*NOTE – data represented below is for sample purposes only.



In addition to the printed copy, the customer will receive a VIP email confirmation once the form is submitted. This will provide an opportunity for the customer to use their smart phone or other device to ensure the email was received while they are still on-site. The customer will receive their VIP card in the mail approximately two weeks after the boat has been warranty registered.



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### **Additional Notes:**

If dealers have made an error entering the customer information, please submit a request on <https://www.dealerserviceswrmg.com> to correct the error.

**IMPORTANT:** Entering an erroneous email address will eliminate the possibility of the customer receiving their second year of VIP discount privileges and other VIP member only benefits.

If a consumer is unwilling to provide an email address, all other required fields on the VIP Registration page must still be completed to receive the 12 months of VIP discounts. The VIP Registration system will generate an automatic email address that is comprised of the customers HIN followed by “@hin.com” when no email is provided. It will show on the Member Discount Confirmation page after submitting the form.

VIP cards will be sent to the customers via first class mail. The mailing will contain a personalized letter explaining the details of the VIP program along with the customer’s new VIP card. All one year qualified VIP Members will have the opportunity to visit a website and upgrade their VIP status to two full years of discounts when they provide a valid email address.

Customers may use the VIP card when making catalog orders by phone. For Bass Pro Shops orders, customers may call (888) 486-8740 Monday–Friday, 8am–4:30pm CST to place orders. When placing an order, the customer will need to give the agent the SRC Code number on the back of the card in the upper right corner.

### **Customer Email Address Collection**

Capturing each buyer’s email address will ensure future service and promotional communications reach the intended boat owner while simultaneously reducing our overall costs.