

Master Contractor

Loyalty Program

Firestone **MASTER CONTRACTOR** Partners in Quality

Firestone Master Contractors are a prestigious group of licensed Red Shield™ applicators—recognized for their high quality workmanship and commitment to superior roofing system installation performance.

This award is earned by the top 250 roofing contractors who accumulate the most Quality Points during the year. Quality Points are earned by installing Firestone Red Shield roofing systems that are inspected and warranted.

Rewards

- **Master Contractor Award Plaque**
- **Master Contractor Event**—A 3-night/4-day all-inclusive trip, including airfare, transportation, lodging, meals and entertainment for the contractor and spouse.
- **Coop Advertising Funds**—Firestone matches 50% of the cost for eligible advertising expenditures, including online posting of program, forms and logos.
- **Case Study**—Firestone's public relations firm will develop and submit two case studies to top tier trade publications for national media coverage. Firestone will create a project profile flyer for the two case studies and provide the contractor with up to 100 printed copies.

- **Project Portfolio**—Master Contractor winners can submit project photos for the online project portfolio. Two will include the contractor's name in the listing.
- **Firestone Clothing Discounts**—Discounts on items are available on the Firestone Merchandise website.
- **Spec Letter**—A Spec Letter will be provided for use in bid packages, proposals, and website (printed and PDF versions).
- **Customer Mailings**—We will mail your Master Contractor announcement press release to 50 customers, or send you 100 copies for mailing.
- **Promotional Items**—Special edition hats and mugs provided to you for distribution to roofing crews and other members of your sales and technical staff who share your achievement.
- **Website Listing**—Master Contractors receive a company listing on our enhanced Select a Contractor tool on the Firestone website, allowing owners and specifiers to do a radius search to obtain your company contact information.
- **Directory Listing**—Company contact information is listed in a pocket-sized directory and used in marketing efforts and trade shows targeted to building owners architects and specifiers.
- **Master Contractor Stickers**—Adhesive stickers are provided for use on company letterhead, envelopes, proposals and other customer correspondence.
- **Local Publicity**—Master Contractors receive personalized press releases.

