



### Membership Levels



Annual Purchases  
<\$5,000



Annual Purchases  
\$5,000+



Annual Purchases  
\$30,000+



Annual Purchases  
\$125,000+

### Awards & Recognition

LightPro members can earn awards and recognition badges for total qualifying purchases in a year. The more you purchase, the higher the level you achieve. Each year we select Regional and National Contractors of the Year and issue membership-level badges and certificates to the winners. LightPro membership-level badges can be utilized on your website, social media pages, and sales materials.

## SIGN UP TODAY!

Register your company and start earning your way towards exclusive rewards and benefits at

[LightProRewards.com](http://LightProRewards.com)



# KICHLER

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## LightPro™ Rewards Program

A partnership to grow your business



# KICHLER





## LightPro™ Rewards Program

As a member of the LightPro Rewards program, you gain access to a full suite of business and marketing tools while earning points for qualified landscape lighting product purchases. The more Kichler landscape lighting products you buy from a participating distributor, the more you are rewarded. From merchandise to gift cards to an all-inclusive member trip, there's a lot to love about LightPro Rewards membership.

“ I have adopted Kichler Layout Services as part of my business model which has propelled my sales year after year. This service has provided my company with detailed and well thought out fixture placement and layout designs with a timely turnaround. ”

**Nick Rundo**  
Chief Navigator  
Northern Territory Lighting

### PRODUCT TECHNICAL SUPPORT

Have a product or installation question? Our team can provide you with the answers you're looking for. We're available 8:00 AM to 6:00 PM EST, Monday-Friday. Call us at **844-KICHLER (844-542-4537)** or email us at [techsupport@kichler.com](mailto:techsupport@kichler.com). Need more? Just ask; we are here to help.

## Program Overview

As a LightPro™ Rewards Member, you'll benefit from:

### LAYOUT AND DESIGN

Just send us your landscape project details and inputs, and in return, we'll send you a finished layout, free of charge, plus a list of all the materials you'll need to get started.



### MARKETING SUPPORT

On our Brand Portal, you'll find Kichler marketing materials, brand assets, logos, photography, resources, references, and support tools in one convenient spot to help you promote your services.

### CUSTOM DEMO KIT PROGRAM

Presentation is everything. When you do your selling by showing, there's a light that goes on in a homeowner's head. It may switch a 'no' or a 'maybe' to a 'yes.' As a LightPro Rewards member, you'll have the exclusive opportunity to earn a free custom demo kit. Contact your participating distributor to get started.

### TRAINING AND EDUCATION

Because we know that continuous education and training are essential as you grow your business, we offer a variety of landscape training and education opportunities for you and your staff. These educational opportunities include expert information on safety, troubleshooting, installation overviews, and tips on how to build your business from our CLVLT and COLD trainers.

## How to Earn and Redeem Points

Earn points on every qualifying landscape purchase.<sup>1</sup>

### EARN POINTS

**1** PT.

Earn 1 reward point for every dollar of Kichler landscape lighting product you purchase.

**3** PTS.

Earn 3 reward points for every reported dollar over your annual purchase goal.<sup>2</sup>

**5** PTS.

Platinum members earn 5 reward points for every reported dollar over your annual purchase goal.<sup>2</sup>

### REDEEM POINTS

Membership points never expire. So you can redeem points throughout the year or bank them for larger rewards.

<sup>1</sup>Distributor upload purchases monthly. Contractor(s) should monitor and verify purchases and points are correct.

Please contact [LightPro@Kichler.com](mailto:LightPro@Kichler.com) for questions or concerns.

<sup>2</sup>Minimum annual purchase goal is \$2500. The average of the last three-year purchases determines annual purchase goal.

See the LightPro Rewards program rules for more details.

