



Local Area Support Application

This payment is to assist in launching of new IGA stores or for IGA stores in extraordinary circumstances such as natural disasters. new chain stores openings or major refurbishments within close proximity (within a 2 km radius) or any other significant change in the local competitive environment (excluding new independent store openings) determined and approved by the TIR Operations.

Funding is provided on the condition that the store contributes an equal or greater amount of funding and is limited to one payment per store per year to a maximum value of \$5,000. Payment will be made via trading account credit once invoices, receipts and/or sales data is received and verified.

This support is to be used for additional advertising, catalogue production, major store giveaways or margin supplement. Any additional promotional deals will need to be negotiated between the outlet and the supplier directly.

Store Name: _____

Store Number: _____

Store Contact: _____

TIR Contact: _____

Situation Summary:

Duration and Activity/Execution Plan:

Checklist:

- ☐ Store Funding Agreed ☐ TIR Marketing Team Briefed (If Rqd) ☐ Head of Operations Approved
☐ Reviewed TIR Promotions ☐ Store Execution Plan in Place

Store Signature: _____ Date: _____

TIR Head of Operations: _____ Date: _____

TIR Head of Operations Signature: _____ Date: _____