



WINGO OUTDOORS

2023 PRICE LIST
Effective November 10, 2022

SKU	PRODUCT	SIZE(S)	WHOLESALE	MSRP (USD)
NEW W-BLK	Convertible Blanket	52 x 75 inches	\$70.95	\$129.00
NEW W-TOW	Microfiber Towel	30 x 60 inches	\$20.90	\$38.00
NEW W-DRW	Pint Glasses (2-Pack)	20 ounces	\$16.50	\$30.00
NEW W-DRW	Lowball Glasses (2-Pack)	10 ounces	\$16.50	\$30.00
NEW W-BAS	Basecamp Rev Belt	One Size Fits Most	\$19.25	\$35.00
W-WAD	Wading Belt	One Size Fits Most	\$16.50	\$30.00
W-CAM	Cam Straps	2 ft, 4 ft, & 6 ft	\$8.25 - \$13.75	\$15 - \$25
W-LAN	Lanyard	18 inches	\$8.25	\$15.00
W-KEY	Key Fob	5 inches	\$4.40	\$8.00
W-LEA	Dog Leash	6 feet	\$15.95	\$29.00
W-COL	Dog Collar	S/M: 11.5 - 17.5 inches L/XL: 16 - 27 inches	\$13.75	\$25.00
NEW W-DBD	Deck Dog Bed	Available Feb. 1, 2023 40 x 30 x 7 inches	\$98.45	\$179.00
W-CAN	Can Cooler	Standard Can	\$2.75	\$5.00
W-EYE	Eyewear Retainer	One Size Fits Most	\$2.75	\$5.00
W-NLP	Neoprene Lunch Pack	12 x 12 x 6 inches	\$13.75	\$25.00
W-CGL	Sun Gloves	(NEW SIZE) S/M: 7 - 8.5 inches L/XL: 8.5 - 10 inches	\$15.95	\$29.00
W-STR	Stripping Guards (3-Pack)	One Size Fits Most	\$4.95	\$9.00
W-GAI	Neck Gaiter	One Size Fits Most	\$9.90	\$18.00
W-RLC	Fly Reel Cases	Small: 2-6 wt Large: 7-10 wt	\$8.80	\$16.00
W-LIC	License Plate Frame	12 x 7 inches	\$11.00	\$20.00
W-NWS	Neoprene Wading Socks	MD (8-9), LG (10-11), XL (12-13)	\$16.50	\$30.00
W-SOC	Everyday Socks	M: S/M 4-8, L/XL 9-13 W: S/M 5-9, L/XL 10-14	\$8.80	\$16.00
W-BOX	Box - Trout & Saltwater	11.5 x 8.5 x 2.5 inches	\$27.50	\$50.00
W-BOX	Deluxe Box - Trout	11.5 x 8.5 x 2.5 inches	\$55.00	\$100.00
W-APP	T-Shirt - Retro	S - XXL	\$16.50	\$30.00
NEW W-HAT	Beanie - Retro	One Size Fits Most	\$11.00	\$20.00
W-HAT	Hat - Logo	One Size Fits Most	\$11.55	\$21.00
NEW W-APP	Hoodie - Logo	S - XXL	\$33.00	\$60.00



2023 Sales Program

Wingo Outdoors' Pre-Season Sales Program is designed to provide our wholesale dealers with discounts and extended payment terms in exchange for future orders. Advanced orders allow us to plan for demand within the parameters of our manufacturing lead times. Thank you for partnering with us!

SPRING 2023	STANDARD PROGRAM	PRE-SEASON PROGRAM		
		Level 1	Level 2	Level 3
Minimum Order Amount	None	\$1,000	\$2,000	\$3,000
Discount off MSRP	45%	50%	52%	54%
Payment Terms	Net 30	Net 30	Net 45	Net 60
Prepay Discount (Resulting Margin)	2% (46% margin)	2% (51% margin)	2% (53% margin)	2% (55% margin)
Fill-In Discount & Terms	-	50%, Net 30	50%, Net 30	50%, Net 30
Max # of shipments	1	2	3	4
Merchandising Allowance	\$0	\$20 + Free Counter Display	\$40 + Free Display (Either)	\$60 + Free Display (Either)

Pre-Season Order Deadline: OCTOBER 14, 2022 | First Available Ship Date: NOVEMBER 10, 2022

FREE | Wingo counter or floor display available with a pre-season order! Counter display with a Level 1 order, your choice with a Level 2 or 3 order. See back page for details.

DETAILS:

1. Standard Wingo wholesale pricing = 45% off MSRP.
2. Cumulative total of pre-season orders is used to determine qualifying pre-season level (1, 2, or 3).
3. Fill-in order pricing and terms for dealers participating in the pre-season program are locked in at Level 1 (50% margin, Net 30) for the year.
4. Levels are determined on a per store basis (i.e. cumulative total divided by number of stores).
5. Custom Program orders not included in pre-season program minimum order amount requirements.
6. Order adjustments and/or cancellations must be made in writing at least 15 days prior to scheduled ship date.
7. Pre-season additions of 10% or more will receive Fill-in terms.
8. Pre-season orders reduced by 20% or more are subject to a change to Fill-in terms, at North Point Brands' sole discretion.



Spring 2023 Promotional Programs for Dealers

Authorized Discount Periods

As an exception to North Point Brands' MAP Policy, Wingo dealers are authorized to advertise and promote current in-line Wingo products at a maximum discount of 30% during the following periods. Marketing and advertising during these promotional periods may be in-store and online through the dealer's own direct e-commerce website, email list, and social media platforms. Discounts are strictly forbidden via third party websites (ex. Amazon.com, eBay, etc.).

- 1. November 21 through 28, 2022** – a 1-week period coinciding with Cyber Week
- 2. July 1 through 16, 2023** – a 2-week period coinciding with July 4th

Dealer Financial Support: In the spirit of partnership, and to help dealers kick off our 2023 program and sell Wingo products during the holidays, Wingo will provide financial support to eligible dealers who also choose to participate in the first Authorized Discount Period listed above ("Cyber Week"). To help mitigate loss of dealer margin, Wingo will offer a credit back to the dealer of half the wholesale dollar amount needed to retain full dealer margin at discounted sale prices during the week. In essence, we will split the margin reduction with you! In lieu of a lengthy explanation here with a lot of math, qualifying dealers please inquire with Wingo and we will provide full details.

Dealer Eligibility & Requirement: A \$5,000 Wingo pre-season order is required (across all shipments) to be eligible for financial support. Dealer credit paid in the form of an NPB account credit. Credits issued in early 2023. Cancellation of subsequent pre-season orders may result in a reduced credit.

DEALER PROMOTION: Two-fer! Blankets & Drinkware

(Pre-season Program period)

A dealer promotion offering a free 2-pack of new Wingo Drinkware – Pint or Lowball Glasses – with every two new Wingo Convertible Blankets purchased on your pre-season order.

Promotion Dates: Pre-season program period, ending with the October 14, 2022 order deadline.

Dealer Offer: Purchase 2 new Wingo Convertible Blankets on your pre-season order, get a 2-pack of new Wingo Drinkware at no charge. Blankets and glasses can be a mix of any patterns. Up to a maximum of 8 blankets / 8 free glasses. Equals a 12% discount!

Dealer Eligibility: To be eligible to participate in this promotion, dealer must place a qualifying 2023 Wingo pre-season order by the pre-season deadline.



CONSUMER PROMOTION: Wingo Drinkware Gift with Purchase

May 2023

A consumer promotion offering a free 2-pack of new Wingo Drinkware – Pint or Lowball Glasses – with the purchase of \$100 or more of Wingo gear. That's just one of those ^ blankets, a dog bed, or a deluxe trout box!

Promotion Dates: May 1 - 31, 2023 (to capture Mother's Day and Memorial Day)

Consumer Offer: Purchase \$100 or more of any Wingo products from May 1 - 31, 2023 and receive two (2) Wingo Pint Glasses or Lowball Glasses at no charge. The free glasses will be redeemed by the Wingo dealer at the time of purchase. Equals a 30% additional value.

Dealer Eligibility: To be eligible to participate in this promotion, dealer must place a 2023 Wingo pre-season order by the pre-season deadline with a first shipment no later than April 15, 2023. Pre-season orders must include a minimum of six 2-packs of new Wingo Drinkware (Pint or Lowball Glasses) to qualify. Any combination.

Dealer Support: Fully funded by Wingo in the form of an account credit. Promotional in-store and digital assets will be provided to qualifying dealers.





WINGO OUTDOORS

SALES, BRANDING
& MERCHANDISING SUPPORT +

SALES SUPPORT

We work hard to help our Wingo dealers succeed. After all, we're in this together – your success is our success. In addition to our top-notch dealer service, here are some ways we support your Wingo sales.

- NEW** • **Dealer Support Staff:** New employees dedicated to supporting our dealers!
- **Imagery & Assets:** Product images, lifestyle/field images, logos, and branded assets. Available 24/7 via Wingo's Dropbox.
- **Literature & Resources:** Order forms, catalog, pricing, product information, sales programs, promotions, inventory reports, etc. Available 24/7 via Wingo Dropbox.
- NEW** • **Sales Incentive Program:** Dealer staff can get rewarded for selling Wingo! Details coming in early 2023.
- NEW** • **Dealer Showcase:** Wingo will highlight a dealer each quarter to our audience (website, social media, email, etc.). Content will include a dealer writeup, images, video, etc. **Interested?** Just let us know! ▶ info@wingooutdoors.com
*Participation in Wingo's pre-season program is required to be considered. Wingo will choose from the pool of interested dealers.
- **Promotional Program Assets:** We make it simple for dealers to participate in our promotions with easy plug-n-play assets for in-store and online. See previous page for promo details.
- **Staff Education:** Need some Wingo product knowledge? Stay tuned for new educational programming in 2023.
- **Shipment Stuffer:** Postcards available for inclusion in dealer shipments to help promote Wingo to your customers. Level 3 pre-season order required. Co-op branding possible. [N-POP-SPP-23]
- NEW** • **Pro Purchase Program:** Discounts on Wingo gear for qualified industry professionals.

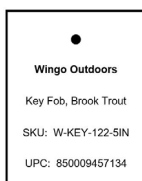
BRANDING & MERCHANDISING SUPPORT

FREE WINGO DISPLAY OFFER

Receive a free counter display with **any** Wingo pre-season order. Level 2 or 3 pre-season orders can receive a free floor display. Indicate preference on pre-season order form. Ships with initial order.

NEW **Counter Display**, 24" tall x 12" wide, 2-sided.
W-POP-CTD-PK **\$50**

Floor Display, 60" tall x 20" wide, 2-sided.
W-POP-FLD-PK **\$150**



Retail Inventory Tags,
no charge [W-POP-RIT]



Brand Sign \$12
(18" x 5", metal) W-POP-SIG-GL



Brand Banner \$20
(44" x 18", vinyl) W-POP-BAN-GL



Die Cut Sticker \$6
(10" x 3") W-DEC-LDC-L



Decal Pack \$6
W-DEC-FIS-6PK