

PROGRAM DETAILS & OEM REQUIREMENTS

The USAA Perks RV Savings Program portal will include a home page where all available OEM gift card offers (each an "OEM Offer") are advertised.

Members will choose the Offer(s) they want to register for and then link to a designated landing page for each OEM Offer. The landing page for each OEM Offer will include details about the OEM Offer (i.e. the gift card amount offered) and a section where the OEM can market their brand and available models.

A "Member Registration" lead form with the following fields will be included in the workflow:

- First Name
- Last Name
- Home Address
- Email Address
- Phone Number
- Comments
- Opt in for communications

The terms and conditions for the OEM Offer include:

A "Member Registration" for the OEM Offer must be submitted prior to purchasing the unit at a dealership.

The Member must purchase the unit within 90 days of the Member Registration date. If the unit takes longer to be delivered, that is OK.

Member Registrations will flow into each OEM's Aimbase install as a new lead type. Member lead follow-up will occur in 2 ways:

1. Rollick will create a custom nurture stream for Members that encourage them to visit a dealer to make a purchase and includes details about how to report their purchase in order to redeem the gift card offer.

2. Representatives of each OEM who are trained in the USAA Perks RV Savings Program can use the Contact Management feature within Aimbase to contact each member or implement a process to manually follow-up with members.

The following topics are permitted for discussion between the representative and member:

- Assistance with model selection.
- Explanation of features for interested models.
- Dealer selection, which can be handled through the OEM's dealer locator.

Members will be directed to choose a dealer and complete their purchase with the dealer.

Dealers will not be responsible for deploying the gift card. That is all handled through the gift card offer process powered by Rollick.

Members who registered for the gift card offer, purchase within the required timeframe, return to the USAA Perks RV Savings Program portal to report their purchase and complete the offer form will be eligible for the OEM Offer.

The offer form will ask the Member to input their email address to find their Member Registration. Once found, the Member will be required to input information about the sale and upload a bill of sale or another document as proof of purchase.

Once a sale is verified, Rollick will fulfill the gift card via mail within 3 weeks.