



2023 Totally Hayward® Program

FEATURING THE REIMAGINED
[HAYWARDREWARDS.COM](https://www.haywardrewards.com)





JUST LOOK WHERE LOYALTY CAN TAKE YOU.

Join the Totally Hayward® Program.

Your business is going places, and loyalty is the force driving your success. The Totally Hayward Program is built on the power of loyalty, offering you exclusive, industry-leading Expert Line® products, helpful marketing tools and our newly re-imagined rewards site with perks both you and your team will love.

The possibilities are endless with Totally Hayward, and we can't wait to see where our partnership takes us.

START EARNING REWARD POINTS TODAY

SERVICER	PARTNER	ADVANTAGE
3	30	100
ELIGIBLE PURCHASES	ELIGIBLE PURCHASES	ELIGIBLE PURCHASES

Purchase 3 Reward eligible Expert Line in-ground products in a calendar year (must include pumps and filters) to automatically qualify for program points and benefits.

EARN BUNDLE BONUSES



Get bonus rewards points when you bundle 4, 5 or 7 qualifying product categories into a Totally Hayward System.

HAYWARD REWARDS.COM



View your points earnings, shop for rewards and get access to other program benefits 24/7 using the secure member portal at haywardrewards.com.

CO-OP YOUR MARKETING WITH TOTALLY HAYWARD.

Engage new and existing customers with creative cooperative marketing campaigns. Your Totally Hayward partnership lets you earn co-op dollars you can use toward co-branded advertising to promote your business in fun and engaging ways. For details and specifics on available options, check out our Marketing e-Toolkit at hayward.com/download.

- » print advertisements
- » vehicle wraps
- » product videos
- » website and SEO support
- » social media support
- » billboards
- » wearables
- » custom presentation folders
- » direct mail templates
- » radio ads
- » business directories
- » in-theater promotions

EXTENDED WARRANTIES ON EVERY EXPERT LINE PRODUCT.

Give your customers total peace of mind with the Totally Hayward 3-year extended warranty, available on every in-ground Expert Line product you purchase. It's a simple and effective way to maintain a competitive edge. Learn more at hayward.com/expert.

REWARD YOUR BUSINESS. REWARD YOURSELF.

Points are pointless if you can't redeem them for what you really want. Luckily, our Totally Hayward rewards mall lets you redeem yours for premium brand name products, prepaid cards, virtual and physical gift cards, and last but not least—cash.

PARTNER LEVEL BONUS POINTS

4 Category Bonus Points	150 pts
5 Category Bonus Points	400 pts
7 Category Bonus Points	600 pts

ADVANTAGE LEVEL BONUS POINTS

4 Category Bonus Points	200 pts
5 Category Bonus Points	700 pts
7 Category Bonus Points	800 pts

This program is for the purchase of Expert Line in-ground products only. Minimum purchase of three or more Hayward products to start earning points, two of which must be a Hayward pump and filter. The third product must be a heater, heat pump, cleaner, sanitization system or control. Lighting and T-CELLS are not included. T-CELLS, Commercial pumps, filters, heaters, cleaners, sanitization systems and controls are not eligible for bonus points.



For more information on the Totally Hayward Program, talk to your Hayward sales representative. Access Totally Hayward Rewards online 24/7 at haywardrewards.com or call 1-877-922-GIVE (4483) 9am-4pm EST.

Reward Details for Redemption

ELIGIBILITY

» The Totally Hayward® Rewards Program is open only to authorized Hayward® customers who are based in the United States and have been enrolled in the Totally Hayward Partner Program by their Hayward Sales Representative. Hayward's advertising, promotional or fulfillment agencies, as well as members of their immediate families, are not eligible. This offer is void where prohibited or restricted by law. All federal, state and local laws and regulations apply.

» To be eligible for the Totally Hayward Rewards Program, you must purchase each calendar year a minimum of 3 Hayward Expert Line® in-ground products from 3 product lines, two of which must be a Hayward pump and filter. The third product must be a Hayward heater, heat pump, cleaner, sanitization system or control. Lighting and T-CELL purchases do not count toward program eligibility.

PARTNER AND ADVANTAGE STATUS

» A minimum of 30 Hayward eligible units in a calendar year are required to establish Totally Hayward Partner status. Once a Partner buys 100 eligible units in a calendar year, they earn Advantage status. Once attained, the new Advantage point values apply RETROACTIVELY to the first unit purchased in the same calendar year.

PROGRAM PERIOD

» The Totally Hayward Rewards Program is an ongoing customer loyalty program. The earnings offer above runs from January 1, 2023, through December 31, 2023. Only qualifying purchases made during this period will count toward rewards.

» Points earned in this program may be redeemed as soon and as often as you like once minimum requirements have been met. Points earned in the 2023 calendar year must be reported by March 31, 2024, but can be redeemed until March 31, 2024. Hayward reserves the right to withdraw the program with a 90-day prior notice to partners, who will then have 90 days to redeem their points.

POINTS REPORTING

» Your sales activity will be submitted to Hayward Rewards Headquarters electronically, on a monthly basis, by your participating authorized Hayward distributor(s).

BONUS POINTS

» Totally Hayward Bonus Points can be earned when a Totally Hayward Partner or Advantage member purchases at least one eligible Hayward product from four (4), five (5) or seven (7) Totally Hayward product categories: pump, filter, heat, cleaner, sanitization, control and LED lights during a calendar year. This bonus will be calculated based on the highest common quantity of Totally Hayward products purchased.

» Bonus Points are awarded after member purchase history for the entire program year is received from distribution.

HOW TO REDEEM REWARDS

» Points may be redeemed for merchandise, gift cards, wearables or co-op materials at any time during the program period. Points may be redeemed for a reloadable Totally Hayward Prepaid Mastercard® only when a minimum of 1,000 points are in your account. Points may be redeemed for a single load, physical Totally Hayward Visa® Prepaid Card only when a minimum of 2,000 points are in your account. Points may be redeemed for a rewards check or ACH direct deposit only when a minimum of 5,000 points are in your account.

» To claim Totally Hayward Rewards, simply browse the Redeem pages of haywardrewards.com anytime, day or night, cash out the points you wish to redeem and drop the reward(s) you desire into your shopping cart, provided you have earned the amount of points required for the reward(s) chosen. Check your order status in your shopping cart for delivery timeline(s). All orders must be received no later than March 31, 2024. If you choose to bank your 2023 rewards points, you have until March 31, 2024 to redeem those points. All redemptions are final. Points credits will not be issued for cancelled, exchanged, or returned rewards.

GENERAL RULES

» To earn points, participants must validate their accounts annually by: logging into their account, accepting the Terms and Conditions, and confirming the contact information required by their account login. Upon account validation, participants will access points earned as of January 1 of the Program Period.

» There will be no substitute of product credit in lieu of points.

» Points earned are based on net units sold and exclude all returns.

» Hayward reserves the right to substitute rewards of equal or greater value as required.

» You must provide your federal ID number (EIN) if you are a corporation, and your Social Security number if you are an individual participant. Hayward will mail a 1099 form to individual participants only, when their total rewards redeemed equal or exceed \$600 within one calendar year.

» From time to time, Hayward may offer Promotions in connection with the Totally Hayward Program, which will be subject to their own terms and conditions. All sales taxes and delivery fees attributed to promotion prizes shall be paid by Hayward. Income and all other taxes are the sole responsibility of the winner.

» All sales taxes and delivery fees attributed to rewards shall be paid by the Totally Hayward Program Partner at the time of purchase. Income and all other taxes are the sole responsibility of the participating partner.

» Program Partner accepts and agrees to be bound by these rules and the decisions of Hayward Industries, Inc., which will be final in all respects.

» Program Partner agrees to the use of their name and/or photograph in any Hayward advertising or publicity associated with this promotion without any additional compensation, where permitted by law.

» All brand and product names are trademarks of their respective companies. Participants who unenroll or who are unenrolled from the Totally Hayward Rewards Program will lose all accumulated benefits.

» hayward.com » 1-888-HAYWARD

Pumps » Filters » Heaters » Cleaners » Sanitization » Automation » Lighting » Water Features » White Goods

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