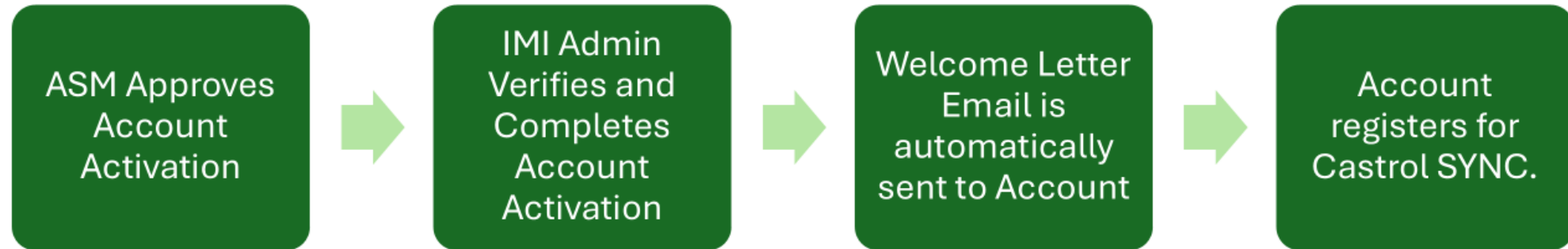


# Castrol Partner Program

***Customer Journey in SYNC***

# Preliminary Steps for Customer to Enter SYNC



# Nice to have you here, Shop Owner!

Let's Get Started: Take advantage of Castrol SYNC.

You have: 0 Points

REDEEM POINTS →



Earn points by making your first purchase today!

RECOMMENDED INVENTORY →

Customers Save up to \$20



On their next Castrol® oil change.

## Bounce Back 2025

### BOOST BUSINESS with BOUNCE BACK

Find out more about our popular Bounce Back Promotion, available once again in 2025. Use your SYNC points to sign up and reap the many benefits of repeat business to your shop!

ORDER KIT NOW

Updated!



## Know Your Market

Harness the power of Castrol's market expertise with Know Your Market.

Gain free, exclusive insights into local markets and potential new location opportunities, including vehicle estimates, vehicle make/models, and recommended Castrol inventory levels to elevate your business strategy.

TRY THE TOOL TODAY →

## Offers & Promotions

Give Feedback

Chat with an Expert

User is Prompted to Accept Eligibility Requirements to Gain Access to Partner Program Benefits

Join the Castrol Partner Program – **Accept Eligibility Requirements** today!

### Distributor Sales

John Doe

John.Doe@wdsales.com

### Castrol Sales

David Sales

David.Sales@bp.com



Account to accept  
Eligibility  
Requirements



## Steve's Auto Shop

Castrol Partner Program - Gold Eligible

Please read below for the eligibility requirements to participate in the **Castrol Partner Program**

By meeting these eligibility terms, you are making a good faith commitment to achieve mutual growth over a 12-month period beginning on the date set out below, both for your motor oil business and for Castrol, your preferred motor oil. In return for that commitment, Castrol will provide the benefits listed below once you place your first Castrol order and agree to these eligibility terms.

- **Performance and Investment:**
  - Castrol Partner Program – **GOLD Tier:**
    - Customer Volume Commitment – 2,000 gallons or above
    - Castrol Investment Commitment:
      - Gold Member Signage Package
      - \$500 Performance Bonus once the volume minimum is reached
      - Marketing Support:
        - Digital Location Marketing support through our preferred partner
        - 1 Quarterly Choice Promotions
        - Access to National Consumer Promotions
        - 1 Direct Mail Marketing promotion through our preferred partner
    - Additional Castrol Support:
      - Engine & Transmission Oil Warranty Program
      - Access to Castrol SYNC
      - Access to Castrol Trainings
      - Access to CINTAS supplies discounts

BP Lubricants looks forward to a great relationship aimed at driving business growth for all parties.

Thank you for your business.

**Business Name:** Steve's Auto Shop  
**Name:** Steve Smith  
**Address:** 123 Any Street Anytown, 55041

☐

I accept these terms to participate in the Castrol Partner Program for the specified location.

SUBMIT

# My Account

My Account

My Users

My Locations

My Perks

NEW

## Steve's Auto Shop

Castrol Partner Program - Gold

123 Any Street, Anytown 5501

Eligibility Requirements

Castrol  
PARTNER  
PROGRAM



My Commitment Goal

My Volume: 0.00 gal  
Goal: 2000.00 gal  
Start Date: 1/1/2025  
End Date: 12/31/2025

### Signage

Complete Co-Branded Signage Package

### Digital Marketing Support

Digital Marketing  
Direct Mail - Targeted Direct Mail Marketing

### Performance Bonus

\$500 Annual Performance Bonus\*

\*Credit awarded after shop fulfills minimum future Castrol volume requirements purchased through the Wholesale Distributor.

### Additional Support

Engine & Transmission Warranty Program  
Castrol Training Programs  
Annual Partnership Agreement (Memorandum of Understanding)

### Location Perks:

	PERKS	REDEMPTIONS	
Direct Mail Marketing		0 OF 1	CLAIM NOW!
Consumer Promotions		0 OF 1	CLAIM NOW!
Signage		1 OF 1	CLAIM NOW!

Account can order the **SIGNAGE** associated with their account after accepting eligibility requirements.



# Castrol® Signage

CLAIM NOW!

NEW

With Castrol Partner Program, you can choose a signage with branding that suits YOUR needs, to help your business stand out.

You have selected:

Masterbrand



[Click to view branded package](#)

Select Your desired package from the options below:

- CATROL MASTERBRAND
- CATROL AUTO SERVICE
- CATROL PREMIUM LUBE EXPRESS
- CATROL AUTO SERVICE ESPAÑOL
- CATROL EDGE EURO CAR



Shops can select their Signage Option

## Your Gold Castrol Partner Signage Package Includes:

- ✓ 1 Bay Banner  
96"L x 36"H
- ✓ 1 Counter Mat  
16"H x 12"W
- ✓ 1 Floor Mat  
3'H x 5'L
- ✓ 1 Perforated Window Decal  
24" x 36"W
- ✓ 1 Window Shield
- ✓ 1 Clock  
12"W x 2"D
- ✓ 1 Curb Stand with 5 double-sided inserts  
46"H x 31"W x 16"D
- ✓ 2 Counter Stools
- ✓ 2 Pennant Strings  
3 Meters of String
- ✓ 2 Clipboards  
9.1"L X 13"H X 0.1"W
- ✓ 3 Posters  
18" x 24"
- ✓ 200 pens
- ✓ 1 Metal Castrol Bullet Sign
- ✓ 10 Caps

123 Any Street  
Anytown 55051

You have selected:  
Castrol MasterBrand CLAIM

# Castrol® Signage

[CLAIM NOW!](#)

**NEW**

With Castrol Partner Program, you can choose a signage with branding that suits YOUR needs, to help your business stand out.

You have selected:

**Masterbrand**

Select Your desired package from the options below:

**CASTROL MASTERBRAND**

CASTROL AUTO SERVICE

CASTROL PREMIUM LUBE EXPRESS

CASTROL AUTO SERVICE ESPAÑOL

CASTROL EDGE EURO CAR



[Click to view branded package](#)

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46"H x 31"W x 16"D
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- ✓ 2 Clipboards  
9.1"L X 13"H X 0.1"W
- ✓ 3 Posters  
18" x 24"
- ✓ 10 Caps
- ✓ 200 pens
- ✓ 1 Metal Castrol Bullet Sign

Shop completes the claim of the package.

Upon completion of claim, Signage Vendor is automatically emailed (with ASM on CC) for completion of the order.

123 Any Street  
Anytown 55051

You have selected:  
**Castrol MasterBrand**

**CLAIM**



**Confirm your Signage Selection** ✕

Confirm your chosen signage package for  
**Steve's Auto Shop**

Package: Castrol MasterBrand

CLAIM CANCEL

Email to BRRF  
and ASM



Confirmation  
Email to  
Account



## CASTROL PARTNER PROGRAM SIGNAGE ORDER

The following order for signage has been submitted through Castrol SYNC:

Castrol Rewards Number	CR704191
Account Name	STEVE'S AUTO SHOP
Account Segment	Silver
Account Contact Name	STEVE SMITH
Account Email	Steve.smith@example.com
Account Phone Number	555-555-5555
Address	123 Any Street, Anytown 55401
Chosen Package	Silver Castrol Master Brand

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Please reach out to us via phone at 1-888-CASTROL or by email to [Contactus@bp.com](mailto:Contactus@bp.com)  
[Castrol Privacy Policy](#)

Thank you for submitting your claim for - Castrol Partner Program Signage -  
Castrol MasterBrand

Package Includes:

- 1 bay banner
- 1 counter mat
- 1 floor mat
- 1 perforated window decal
- 1 window shield
- 1 clock
- 1 curb stand with 5 double-sided inserts
- 2 counter stools
- 2 pennant strings
- 3 posters
- 100 pens

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[Castrol Privacy Policy](#)





**Confirm your Signage Selection** ✕

Confirm your chosen signage package for  
**Steve's Auto Shop**

Package: Castrol MasterBrand

CLAIM CANCEL

Email to BRRF  
and ASM



Confirmation

Email to  
Account



## CASTROL PARTNER PROGRAM SIGNAGE ORDER

The following order for signage has been submitted through Castrol SYNC:

Castrol Rewards Number	CR704191
Account Name	STEVE'S AUTO SHOP
Account Segment	Silver
Account Contact Name	STEVE SMITH
Account Email	Steve.smith@example.com
Account Phone Number	555-555-5555
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Chosen Package	Silver Castrol Master Brand

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