



ACDelco PSC Signage Program

**BUSINESS BUILDERS /
SUPPORT**

2026 ACDelco PSC Signage Program – Tiers 3, 4 and 5

EXTERIOR BUSINESS SIGN PROGRAM GUIDELINES

TIER 3 AND 4 - UP TO \$1,000 | TIER 5 - UP TO \$2,000

■ PROGRAM OVERVIEW

- ACDelco will reimburse the ACDelco PSC member for up to 50% of their qualifying exterior business sign. The reimbursement total varies based on the ACDelco PSC shop's tier level at the time of the sign installation.
- Reimbursement for only one sign per active ACDelco PSC facility and address every two calendar years, tied to the unique membership and account number.
- The maximum reimbursement totals are: up to \$1,000 for Tier 3 AND Tier 4 and up to \$2,000 for Tier 5.
- Specific Sign artwork can only be submitted one time for reimbursement.
- **Exclusions:** The ACDelco PSC Sign Program does not cover Lightboxes, Shipping costs, Taxes and/or Artwork.

■ IMPORTANT DEADLINES

- Deadline for redemption is January 31st of the year following the installation of the sign (as per back up invoice) - Ex. Last day of submission is January 31, 2027 for a sign produced and installed in 2026.
- Reimbursement totals outlined in the 2026 ACDelco PSC Sign Program Guidelines apply to signs installed in 2026.

■ APPROVAL PROCESS

- It is recommended to request pre-approval from ACDelco Head Office before the installation to confirm the sign qualifies for any reimbursement. Feel free to forward your enquiry to the number below or the Info-Line at support@ACDelcoinfo.com
- Any reimbursement requests for artwork or signs other than an exterior business sign must receive prior approval from ACDelco Head Office before installation. This benefit only applies to exterior business signs unless an exception is made.

■ DOCUMENTATION REQUIRED

- ACDelco PSC members must submit their proof of purchase (invoice) and installation along with the art/picture of the sign at the business/building structure to qualify (See Sign Program Form).

■ REIMBURSEMENT

- The reimbursement total is based on the final back up invoices submitted and for when the sign was installed and not when the paperwork was submitted. Submission must be for the current program year.
- Reimbursement will be made 4-6 weeks after submission of the Sign Form and will be based on 50% of the costs incurred up to the maximum sign allowance for the Tier, before taxes.
- Funds will be provided to the Sponsoring Distributor on file to credit to the ACDelco PSC facility.

2026 ACDelco PSC Signage Program – Tiers 3, 4 and 5

EXTERIOR BUSINESS SIGN PROGRAM GUIDELINES (Cont'd)

TIER 3 AND 4 - UP TO \$1,000 | TIER 5 - UP TO \$2,000

■ ARTWORK GUIDELINES

- ACDelco branding must be used in order to qualify, including appropriate size and use of current and approved ACDelco logos, colours, and sign content. Deviations will be reviewed and reimbursement will not be processed or will be reimbursed at a lower than 50% rate (reimbursement at ACDelco's discretion). The ACDelco logo must have prominence and be visible in order to qualify.
- ACDelco logos for the sign can be obtained from the ACDelco Info-Line at support@ACDelcoinfo.com or by downloading from the Business Support page on the secure ACDelco PSC TechConnect Canada website.
- All signs are to be printed on a white or blue background. White backgrounds to include a red and blue logo (unless the sign is in black and white, then black logo). Blue backgrounds to include a white with red swoosh logo. See samples below.
- The ACDelco logo must be at least the size of the chosen shop logo or name to qualify for up to 50% of the total cost of the business sign.
- Artwork that does not comply with guidelines may not qualify for the 2026 ACDelco PSC Signage Program.

The ACDelco logo should always be printed in the following colours:

- Pantone 185 Red
- Pantone 285 Blue
- Black
- White

See Sample of the official ACDelco Logo:



The ACDelco logo must be prominently displayed in the following sign samples (please use these sizes as a reference point- we understand that all sign sizes will differ per shop):

- 4' High x 6' Wide = ACDelco logo above chosen shop logo or name
- 5' High x 6' Wide = ACDelco logo above chosen shop logo or name
- 5' High x 8' Wide = ACDelco logo above chosen shop logo or name
- 3' High x 18' Wide = ACDelco logo to the right or left of chosen shop logo or name
- 2' High x 12' Wide = ACDelco logo to the right or left of chosen shop logo or name

2026 ACDelco PSC Signage Program – Tiers 3, 4 and 5

EXTERIOR BUSINESS SIGN PROGRAM GUIDELINES (Cont'd)

TIER 3 AND 4 - UP TO \$1,000 | TIER 5 - UP TO \$2,000

■ OTHER GUIDELINES

- If an ACDelco PSC member in Tier 1 or 2 expresses interest in installing an ACDelco sign and agrees to use approved ACDelco artwork, the Supporting Distributor may use their own Funds to fund the associated sign costs. Only active ACDelco PSC Members in Tiers 3, 4 and 5 qualify for any ACDelco reimbursement for the Sign Program. Members must be active at the time of installation and reimbursement.
- The ACDelco program member must be in Tier 3+ at the time of the Sign Program request and installation. For example, if a member decreases in tier level from Tier 3 to Tier 2 by the time they submit the form, they will no longer qualify for the reimbursement.
- Tier level qualification for the ACDelco PSC Sign Program is based on each individual shop/location. The address submitted on the claim form must match the qualifying business address in the ACDelco database. If an ACDelco PSC member owns more than one shop with active memberships, each location must meet the Sign Program guidelines to qualify for a sign for that specific business.
- If an ACDelco PSC member takes advantage of the ACDelco PSC Sign Program and sells their business to a new owner who remains on the program, the new owner must wait for the two-year timeline to submit a new request.
- The exterior business sign must be installed by a professional through a sign supplier and cannot be installed by the repair facility to qualify for this benefit.
- ACDelco will not cover any repairs due to damages. If the business requires a new exterior business sign, it is the owner's responsibility to submit a new reimbursement request after the two-year period.
- By accepting the reimbursement, the ACDelco PSC member agrees to remove the ACDelco sign should they discontinue their relationship with ACDelco and the ACDelco PSC Program.
- ACDelco is not responsible for updates made to a business name after the Sign Program Form submission or any typos by the sign supplier.
- ACDelco reserves the right to contact the sign supplier to validate the cost and ensure the sign program guidelines will be followed prior to the installation.
- ACDelco reserves the right to modify or cancel the 2026 ACDelco PSC Sign Program at any time in whole or in part for any reason.

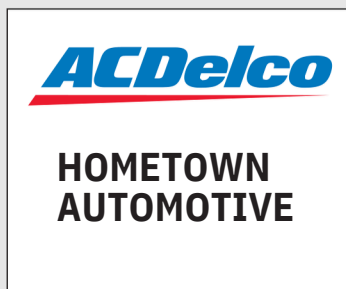
Refer to the Signage Samples for details on customizing your ACDelco sign.

ACDelco reserves the right to modify or cancel the 2026 Sign Program at any time in whole or in part for any reason. Late or falsely reported submissions will not be accepted. Reimbursement totals outlined in the 2026 ACDelco PSC Sign Program Guidelines apply to signs installed in 2026.

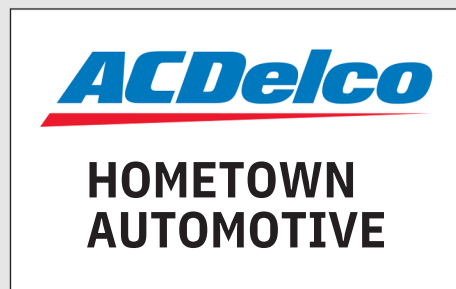
SIGNAGE SAMPLES



4' High x 6' Wide



5' High x 6' Wide



5' High x 8' Wide



3' High x 18' Wide



2' High x 12' Wide



3' High x 18' Wide

Signage Colours

