

DEALER **PROMOTION** GUIDE

FREE ROLAND CLOUD CONNECT
PROMOTIONAL CAMPAIGN

Roland Cloud

LIMITED TIME END-USER OFFER

FREE ROLAND CLOUD CONNECT WITH EVERY PURCHASE OF GO:KEYS 5. INCLUDES 12 MONTH ROLAND CLOUD PRO MEMBERSHIP + WIRELESS ADAPTER

QUALIFYING PRODUCTS: **GO:KEYS 5**
FOR NEW CUSTOMERS (PURCHASES) ONLY 2

PROMOTION VALID: **NOVEMBER 2026 UNTIL 4 JANUARY 2027**

WHAT DOES YOUR CUSTOMER GET?

When your customer buys a Roland **GO:KEYS 5,** they'll **get Roland Cloud Connect for free. This includes 12 month Roland Cloud Pro Membership and the Wireless Adapter.**

Offer your customers an enhanced Keys experience at no extra cost.

Roland Cloud Connect unlocks instant access to an ever-expanding universe filled with thousands of iconic sounds and expansions for your Roland hardware instrument—using just your mobile device and the included wireless adapter.

RESPONSIBILITIES

ROLAND

- Produce and supply promotional materials, including digital assets
- Replenish stock of WC-1 after the dealer fulfills promo offer

DEALER

- Fulfill free WC-1 at the point of purchase
- During the promo period, the dealer will use their existing stock to supply the WC-1 free of charge to the end customer

EXPECTED MINIMUM DEALER COVERAGE

Promotion in-store

- Actively inform customers of the promotion when interested in keyboards
- Ensure store staff are informed of the promotional offer and trained on the relevant product

Promotion online

- Campaign banner featured on Homepage, relevant Category Pages and/or Product Pages
- Schedule organic posts featuring the promotion offer and linking to relevant pages
- Reference to the promotional offer in the shopping bag and checkout pages
- Use of official Roland Campaign assets is preferred

PREFERRED ADDITIONAL COVERAGE

- Email/Newsletter
- Blog/Landing Page
- Paid Campaign and/or Boosted Post

END-USER PROCESS

How to claim free Roland Cloud Connect WC-1:

1 Purchase the GO:KEYS 5 in-store or online
2 Dealer to fulfill free WC-1 at the point of purchase

DEALER **ASSETS**

CAMPAIGN **PAGE**