



As a partner of Focus on Energy's New Homes Program, Focus on Energy is proud to offer the Cooperative Advertising Reimbursement Program. This cash incentive provides builders with funds to promote and market their participation in the New Homes Program. These funds may be used for advertising (print, radio, television, billboards), vehicle signage, brochures, apparel, trade show booths, and other approved marketing pieces.

SECTION 1: ELIGIBILITY

Who is eligible for Cooperative Advertising reimbursement?

Active builders, building performance consultants, and home builder associations partnering with Focus on Energy's New Homes Program are eligible for cooperative advertising reimbursement. If more than one Focus on Energy Program is promoted in the advertisement, only one reimbursement request can be made.

The program period ends December 31, 2011.

Who is an active builder partner?

Active builders and building performance consultants have certified a home or a site visit within 12 months of requesting reimbursement.

How much can an active builders and building performance consultants be reimbursed?

Active builders and building performance consultants initially have access to \$1,000 in cooperative advertising funds per program year.* Builders and consultants can earn an additional \$100 in cooperative advertising funds for each certified home, with a maximum reimbursement of \$3,000 (\$4,000 for builders and consultants completing more than 100 certified homes in a year).

New builders and building performance consultants who have not certified a home within the past 12 months as of January 1, 2011 will be eligible for \$500 in cooperative advertising funds once they become active. Builders and consultants can earn an additional \$100 in cooperative advertising funds for each certified home, with a maximum reimbursement of \$3,000 (\$4,000 for builders and consultants completing more than 100 certified homes in a year).

The number of certified homes that count toward extra cooperative advertising funds is cumulative only within a program year; the count of homes starts over each program year.

**\$1,000 will be available to active builders for 2011 only, the first year of the New Homes Program, to help cover the cost of replacing existing pieces with the previous logo used.*

How much can the Wisconsin Builders Association (WBA) and local home builders associations (HBA) be reimbursed?

WBA and HBA will receive \$500 in co-op advertising reimbursement funds for participation in this partnership with an additional \$50 in co-op funds for each builder recruited into Focus' New Homes Program and \$50 for each home certified by each recruited builder. WBA and HBAs can earn a maximum reimbursement of \$3,000 for the program year.

SECTION 2: REIMBURSEMENT AVAILABLE

What percentage is available for reimbursement?

Up to 50% of the cost of approved marketing is eligible for reimbursement as long as the partner has funds available. If the funds available are less than 50% of the cost of marketing, the balance of the partner's funds will be reimbursed. Funding is limited and will be dispersed on a first-come, first-served basis.

SECTION 3: MARKETING PIECE REQUIREMENTS

All marketing pieces must be preapproved. Please allow 3 weeks for approval

- A completed Marketing Approval Form must accompany the marketing piece at time of preapproval.

Advertising must include the Focus on Energy logo for print and television pieces, or mention program name, Focus on Energy's New Homes Program, for radio advertisement.

- The logo can appear in black, white, or four color (preferred). Do not change the colors of the logo. No other colors are accepted. Do not put a white box around the logo. If using the Focus on Energy logo on a colored background, use the white version.
- The logo may be used no smaller than 1 7/8" wide.
- The logo can be resized but the proportions must be maintained.
- The logo must be at least 25 percent the size of your company logo.
- The logo must be legible on any marketing piece produced.



Advertising must include key message point about Focus on Energy's New Homes Program.

- Advertising and marketing pieces must be associated with the related Focus on Energy program. A key message point must explain the relationship between the New Homes Program and the builder partner. See examples in section 5.
- Key message points are not required on apparel, billboards, yard signs, business cards, letterhead, envelopes, and vehicle decals.

Cost of printing and postage are eligible; design is not eligible for reimbursement.

Websites are not eligible for reimbursement.

For assistance, contact Advertising Coordinator, Amy Lord

Phone: 888.509.3247, ext. 314; Fax: 608.249.0339; or E-mail: coopads@weccusa.org

SECTION 4: BRANDING STANDARDS

These Branding Standards must be followed when using the Focus on Energy logo or referring to Focus on Energy (even if you are not applying for cooperative advertising reimbursement).

- Use of the Focus on Energy name or logo by Delivery Allies is NOT permitted without prior approval from the Focus Marketing Department. To receive approval to use the Focus on Energy name or logo, contact Focus on Energy at 888.509.3247 x314 or e-mail coopads@weccusa.org.
- The logo can appear in black, white, or 4-color (preferred) as a vertical or horizontal logo. **No other colors will be accepted.**
- The logo may be used no smaller than 1 7/8" wide.
- The logo can be resized but the proportions must be maintained. The logo must be legible in any advertising that is done.
- The Focus on Energy logo must be followed by the trademark symbol "SM."
- Logo placement must be in the lower right hand corner of the ad, unless otherwise specified. The logo must never be placed so that it is viewed on an angle, sideways, upside down, or reversed.
- Never vary the proportion of the logo or stretch it, never change the forms in the logo in any way.
- The preferred reverse application is an all-white logo applied to a solid color background. Never enclose the logo in a shape or place the logo in a small shape for the purpose of reversing.

SECTION 4: KEY MESSAGE POINTS

The following are key message points for our builder partners to use when discussing Focus on Energy's New Homes Program. You are in no way limited to these choices! Other good options include explaining your commitment to Focus on Energy's New Homes Program, why you personally chose to participate in the Program, and the difference it has made for your customers.

- Peace of mind your home is built better. Proven through third-party verification and testing.
- Comfortable, durable, and energy efficient.
- Certified energy efficient.
- The difference is in the details.
- Highest quality construction and maximum energy efficiency.
- Building to standards that are appropriate for Wisconsin's extreme climate and lowering your energy bills for years to come.
- Exceptional performance lies in the details found in every certified Focus on Energy New Home.
- Designed, built, and performance-tested to exceed state codes for quality construction, ventilation capacity, and energy efficiency.
- As with any major purchase, you're looking for quality in your new home. In a certified Focus on Energy new home, the quality is in the details.

SECTION 6: COLLECTING COOPERATIVE ADVERTISING

Eligible program partners must follow these steps to receive cooperative advertising reimbursement from Focus on Energy's New Homes Program.

Step 1: Submit ad for preapproval

- Design your marketing piece using the ad requirements from page one. Send your draft design and a completed Marketing Approval Form to the Advertising Coordinator via fax, email, or mail. **Allow three weeks for preapproval of the final design.**

New Homes Program, Attn: Co-op Advertising
Fax: 608.249.0339, coopads@weccusa.org, 431 Charmany Drive Madison, WI 53719

- If the ad needs changes, resubmit the ad after changes have been made.
- If the same ad is run in multiple publications or multiple times, it does not need re-approval before each run. Submission should be made once per program year for review.
- Ads must be preapproved by the Focus on Energy marketing department before publication. Ads without prior approval on file will not be paid.

Step 2: Market

- After receiving approval on your design draft, produce your marketing piece or place your advertising and pay your invoice(s).

Step 3: Submit request for reimbursement

- Mail the completed Cooperative Advertising Reimbursement Form with:
 - A copy of the completed and finished approved piece
 - A copy of the paid invoice to prove the invoice has been paid by the builder, developer or consultant prior to submitting reimbursement request. If sufficient proof is not provided, a cancelled check or other proof may be requested.
- Advertising must be submitted for reimbursement NO LATER THAN 120 days after invoicing.
 - Only registered, active partners of the New Homes Program are eligible for reimbursement. Checks will not be made payable or mailed to a third-party (such as publications, ad agencies, printers, other program members, etc.). Third-parties cannot submit paperwork on behalf of a partner.
- Cooperative advertising reimbursement checks are processed at the end of each month.
 - All requests received ON OR BEFORE the 20th of the month will be processed that month.
 - All requests received AFTER the 20th of the month will be processed the following month.
 - The program period ends December 31, 2011. **All request information must be received by December 20, 2011 to be included in the current program period.**
- Please allow 6-8 weeks to receive your check.

Advertisements cannot say or imply Focus on Energy endorses, approves, or warrants the program partner, the program partner's products, or the program partner's work. Funds are available on a first-come, first-served basis and are based on program budget availability. Focus on Energy reserves the right to end or modify this program at any time, without notice.



SECTION 7: REIMBURSEMENT REQUEST FORM

Make a copy of this page for your records and attach the following to the original:

- Copy of the completed preapproved marketing piece produced.
- Copy of the paid invoice; within 90 days after invoicing.

Send all of the above to: Focus on Energy, Attn: Cooperative Advertising, 431 Charmany Drive, Madison, WI 53719
Fax: 608.249.0339; or E-mail: coopads@weccusa.org

All requests received by the 20th of the month will be included in the current co-op check run.
Requests must be received by December 20, 2011 in order to be processed in the current program period.

Business Name		Contact Name		
Mailing Address		City	State	ZIP Code
Phone Number		E-mail Address		

AD INFORMATION

Date on Invoice	Name of Publication/Station/Printer	Ad Cost	% to Reimburse	Reimbursement Requested
			50%	
TOTALS				

Focus on Energy's New Homes Program does not partner with or endorse any specific media outlets. Signature signifies understanding and compliance with cooperative advertising guidelines and agreement to deduct reimbursement from annual allotment.

Customer Signature	Date
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