

The Focus on Energy Renewable Energy Program is proud to offer Cooperative Advertising Reimbursement for its eligible Market Providers. This cash incentive provides **Focus on Energy eligible Market Providers** with funds to assist in the promotion of their renewable energy services in Wisconsin and the Focus on Energy Renewable Energy Program. These funds may be used for advertising (print, radio, television, billboards), vehicle signage, brochures, apparel, tradeshow booths and other approved marketing pieces.

## Eligibility

### ▪ **Who is eligible for Cooperative Advertising reimbursement?**

Market Providers of the Renewable Energy Program who are **Focus on Energy eligible** and provide renewable energy services to Focus on Energy eligible customers in one of the following target markets:

- Solar electric (PV)
- Solar water heating
- Wind
- Biogas Digestion
- Biomass Combustion

### ▪ **Who is a Market Provider?**

A professional providing renewable energy services to Focus on Energy customers and has signed a **formal agreement** with the Focus on Energy Renewable Energy Program. Market Providers are limited to Focus on Energy Renewable Energy Full Service Installers, MREA-Certified Site Assessors and Renewable Energy Consultants, Manufacturers, Dealers, and Distributors serving Focus on Energy eligible customers.

### ▪ **How much Cooperative Advertising funds can eligible Market Providers receive?**

Eligible Market Providers may receive up to 50% reimbursement for an approved marketing piece with a maximum of \$1,500 reimbursement per company per program year. The percentage of reimbursement will be based on the amount of space dedicated to Focus on Energy information in the marketing piece that will be determined at the time of pre-approval.

Eligible Market Providers may also receive up to 40% reimbursement of fiscal booth space registration up to \$300 per event out of their cooperative advertising budget. Funding is available for the Midwest Renewable Energy Association's (MREA) Energy Fair for first-time fair exhibitors only.

## Ad Requirements

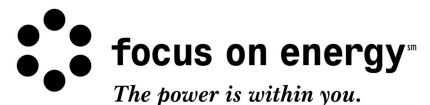
### ▪ **Advertising must include the Focus on Energy Logo**

The logo can appear in black, white or 4-color. No other colors will be accepted.

The logo can be resized but the proportions must be maintained.

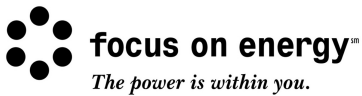
The logo must be legible.

Contact the Advertising Coordinator to obtain design guidelines and necessary files. More branding standards on back.



### ▪ **Advertising must be for products or services in one of Focus on Energy's target markets listed above.**

Funds are available on a first-come, first-served basis and are allocated per budget availability. Focus on Energy reserves the right to end or modify this program at any time, without notice.



Cooperative Advertising Reimbursement Program  
Focus on Energy Renewable Energy Program  
Program Year: January 1, 2009 – December 31, 2009

**Eligible Market Providers need to follow these three easy steps (in order) to receive cooperative advertising reimbursement from Focus on Energy Renewable Energy Program.**

### Step 1: Submit ad for pre-approval

- Design your marketing piece using the Focus on Energy ad requirement guidelines on the back of this form.
- Send your draft design to the Advertising Coordinator via fax, mail or email.

**Allow 3 business days for pre-approval of the final design.**

Renewable Energy Program  
Attn: Coop Advertising  
431 Charmany Drive  
Madison, WI 53719  
Fax: 608-249-0339  
coopads@weccusa.org

- If the ad needs changes, resubmit the ad once 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 pre-approved by the Advertising Coordinator before publication.**
- **ADS WITHOUT PRIOR APPROVAL ON FILE WILL NOT BE PAID.**

### Step 2: Market

After receiving approval on your design draft:

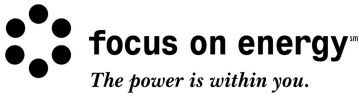
- Place your advertising or marketing piece
- Pay your invoice(s)

### Step 3: Submit the following to request reimbursement

- The completed Cooperative Advertising Reimbursement Form.
- A copy of the **pre-approved** marketing piece produced.
- A copy of the **paid** invoice within 90 days after the invoice date. (If sufficient proof is not provided, a cancelled check or other proof may be requested.)
  - Only eligible Market Providers of the Focus on Energy Renewable Energy Program may complete cooperative advertising documents and receive payment. Payment must be requested and mailed to the Market Provider or eligible business. Third party requests or payments are not allowed.
- Cooperative advertising reimbursement checks are processed at the end of each month.
- **All requests received on or BEFORE the 20<sup>th</sup> of the month will be included in the current coop check run.**
- **All requests received AFTER the 20<sup>th</sup> of the month will be processed the following month.**
- Please allow 6-8 weeks to receive your check.

Funds are available on a first-come first-served basis and are allocated per budget availability. Focus on Energy reserves the right to end or modify the program at any time, without notice.

**For assistance contact Amy Lord, Advertising Coordinator  
Phone: 888.509.3247 ext 314, Fax: 608.249.0339 or E-mail: coopads@weccusa.org**



**Cooperative Advertising Reimbursement Form  
Focus on Energy Renewable Energy Program  
Program Year: January 1, 2009 – December 31, 2009**

To receive your cooperative advertising reimbursement:

1. Complete this form with your company name and contact information.
2. Complete the Ad Information to the best of your knowledge.
3. Make a copy of this page for your records and attach the following to the original:
  - a. Copy of the **pre-approved** marketing piece produced.
  - b. Copy of the **paid** invoice within 90 days after invoicing.
4. Send all of the above to:
 

Focus on Energy  
Attn: Coop Advertising  
431 Charmany Drive  
Madison, WI 53719
5. Please allow 6-8 weeks to receive your reimbursement check.

**All requests received by the 20<sup>th</sup> of the month will be included in the current coop request check run.**

**Mailing Address**

<b>Mailing Address</b>			
Business Name			
Mailing Address			
City, State and Zip			
Contact Name		Phone Number	

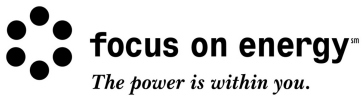
**Ad Information**

Date on Invoice	Name of publication/station/printer	Ad cost	% to reimburse*	Reimbursement requested
<b>Totals</b>				

\* Percentage amount is determined by the Advertising Coordinator at the time of pre-approval.

The Focus on Energy Renewable Energy Program does not partner with or endorse any specific media outlets. Funds are available on a first-come, first-served basis and are allocated per budget availability. Focus on Energy reserves the right to end or modify this program at any time, without notice.

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## Focus on Energy Renewable Energy Program Logo Guidelines and Copy Points

The following are copy points can be used when discussing Focus' Renewable Energy Program. You are in no way limited to these choices! Other good options are: explaining your commitment to Focus on Energy, why you personally chose to participate in the program, and the difference it has made for your customers.

### Do:

- Mention that Focus on Energy can provide basic information, technical assistance and, for eligible customers, a percentage off the cost of their site assessment. Eligible customers may also qualify for financial assistance such as Cash-Back Rewards and grants.
- Use the word "Reward" not "Rebate." Focus on Energy offers Cash-Back Rewards and grants.
- Explain the partnership Focus on Energy has with professionals, like yourself, to enhance your credibility and increase awareness of the program, while acknowledging yourself as a Market Provider.

### Don't:

- Say Focus on Energy is a state-sponsored program.
- Say Focus on Energy offers "government grants."

## Branding Standards

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

- (1) The logo can appear in black, white or 4-color as a vertical or horizontal logo. **No other colors will be accepted.**
- (2) The logo can be resized but the proportions must be maintained. The logo must be legible in any advertising that is done.
- (3) The Focus on Energy logo must be followed by the trademark symbol "SM".
- (4) 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.
- (5) Never vary the proportion of the logo or stretch it, never change the forms in the logo in any way.
- (6) 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.

## Design requirements for different advertising types

- **Print (newspaper, magazine, brochure):** Print advertising must show the current Focus on Energy logo. Print ads that mention "Focus on Energy Renewable Energy Program" in lieu of using the logo will qualify for 10% reimbursement
- **Radio/Television:** Radio advertising must reference the entire program name Focus on Energy and can contain one key message point and television advertising must show the logo and can contain one additional key message point.
- **Truck Lettering or Job Site Signage:** Must incorporate the current Focus on Energy logo. Reimbursement covers the cost of lettering only.
- **Tradeshow:** Financial costs of reserved booth space at tradeshows or meetings can be submitted for cooperative advertising approval. A Focus on Energy Market Provider sign, provided upon acceptance into the program, must be displayed in your booth at all times. Development of booth panels using the Focus on Energy logo may be submitted under the print advertising guidelines.
- **Apparel:** Reimbursement covers the cost of logo and clothing. Lands' End has approved versions of the Focus on Energy logo for your use (reference logo number 0241981). Logo samples must be pre-approved, unless they are from Lands' End.
- **Web Sites:** Market Providers, whose Web site meets the following criteria, are eligible for a one-time \$100 reimbursement per program year. The Focus on Energy logo displayed prominently and a click-through link to the Focus on Energy Renewable Energy Program home page or other renewable energy page.

**For assistance contact Amy Lord, Advertising and Events Coordinator**  
**Phone: 888.509.3247 ext 314, Fax: 608.249.0339 or E-mail: [coopads@weccusa.org](mailto:coopads@weccusa.org)**