

Focus on Energy is proud to offer Cooperative Advertising Reimbursement for its Renewable Energy Delivery Allies. This cash incentive provides funds to assist in the promotion of your renewable energy services in Wisconsin. These funds may be used for advertising (print, radio, television, billboards), vehicle signage, brochures, apparel, tradeshow booths, and other marketing pieces preapproved by Focus on Energy.

## SECTION 1: ELIGIBILITY

### Who is eligible for Cooperative Advertising reimbursement?

Eligible Delivery Allies who provide renewable energy installation services to Focus on Energy eligible customers in one of the following residential target markets:

- Solar electric (PV)
- Solar water heating
- Wind

### Who is an eligible Delivery Ally?

A professional providing renewable energy services to Focus customers who has fulfilled the required steps to become eligible for cooperative advertising reimbursement, which may include signing necessary agreements, providing proof of insurance, experience, and training. Eligible Delivery Allies are limited to Renewable Energy Installers serving Focus on Energy eligible customers. See [focusonenergy.com/Renewable/Partners](http://focusonenergy.com/Renewable/Partners) for details and the application.

### How much Cooperative Advertising funds can eligible Delivery Allies receive?

Eligible renewable energy Delivery Allies may receive up to a 50 percent reimbursement for an approved marketing piece with a maximum reimbursement of \$500 per program year, per company. The percentage of reimbursement will be based on the amount of space dedicated to Focus on Energy information in the marketing piece and will be determined at the time of approval. **Funding is limited and will be dispersed on a first-come, first-served basis.**

## SECTION 2: AD REQUIREMENTS

### Advertising must include the Focus on Energy Logo

- Advertising must be pre-approved.
- The logo can appear in black, white, or four-color.
- No other colors will be accepted.
- The logo can be resized but the proportions must be maintained.
- The logo must be legible.



800.762.7077 [focusonenergy.com](http://focusonenergy.com)

More branding standards at the bottom of this page. Contact the Focus Marketing Department to obtain design guidelines/necessary files.

### Advertising must mention either the Focus on Energy website and/or toll free number in print.

website: [focusonenergy.com](http://focusonenergy.com) Toll free number: 800.762.7077

### Advertising must be for products or services in one of the Residential Renewable markets.

### Advertising must include a copy point about Focus on Energy being promoted in the ad.

**Advertisements cannot say or imply Focus on Energy endorses, approves, or warranties the Delivery Ally, the Delivery Ally's products, or the Delivery Ally's work.** Funds are available on a first-come, first-served basis and are allocated per budget availability. Focus on Energy reserves the right to revoke this privilege, end, or modify this program at any time, without notice.

## SECTION 3: DESIGN REQUIREMENTS FOR DIFFERENT ADVERTISING TYPES

**Print (newspaper, magazine, brochure, direct mail piece):** Print advertising must reference the entire program name, "Focus on Energy," show the Focus on Energy logo with the website and phone number, and contain an additional renewable energy copy point. Design cost not covered by the reimbursement program.

**Radio/Television:** Radio advertising must reference the entire program name, "Focus on Energy," and contain an additional renewable energy copy point and the Focus on Energy website or phone number. Television advertising must show the logo, and contain an additional copy point in the ad script.

**Truck Lettering or Job Site Signage:** Signage must incorporate the Focus on Energy logo. No copy point is needed. Cost of lettering only covered by the reimbursement program.

**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. No copy point, Focus on Energy website or phone number needed.

**Websites:** Delivery Allies, whose websites meet the following criteria, are eligible for a one-time \$100 reimbursement per program year. The Ally's website must have the Focus on Energy logo and a click-through link to the Focus on Energy Renewable home page.

**Tradeshows:** Delivery Allies may receive up to 50% reimbursement of fiscal booth space registration up to \$300 per event for the first time attending the event. Focus on Energy information must be displayed in the booth and a photo of the booth must accompany the reimbursement request.

## 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 800.762.7077 or e-mail [coopads@focusonenergy.com](mailto:coopads@focusonenergy.com).
- The logo can appear in black, white, or 4-color as a vertical or horizontal logo. **No other colors will be accepted.**
- 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.

**For assistance, contact Marketing Department Coordinator**

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## SECTION 5: COPY POINT EXAMPLES

The following are copy points to be used when discussing Focus on Energy and renewable energy. 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.

Example copy points:

1. Proud to partner with Focus on Energy to provide clean renewable energy for Wisconsin residents.
2. Partnering with Focus on Energy to increase awareness of renewable energy in Wisconsin.
3. Focus on Energy is Wisconsin's statewide program for energy efficiency and renewable energy.
4. Focus on Energy offers a wealth of information, technical assistance, and even financial incentives to help you select and install renewable energy solutions at your home.
5. Focus on Energy offers financial incentives and grants to help Wisconsin residents take advantage of clean, green, renewable energy.
6. Please do not use "rebate."

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

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## SECTION 6: COLLECTING COOPERATIVE ADVERTISING

Eligible renewable energy Delivery Allies must follow these three easy steps (in sequential order) to receive cooperative advertising reimbursement from Focus on Energy.

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

- Design your marketing piece using the ad requirements from page one. Send your draft design to the Focus Marketing Department Coordinator via fax, email, or mail. **Allow three full business days for pre-approval of the final design.**

Focus on Energy  
Attn: Coop Advertising  
Fax: 608.249.0339  
coopads@focusonenergy.com  
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 pre-approved by the Focus 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 approved piece (such as a tear sheet, radio script, brochure, business card, photo, etc.).
  - A copy of the paid invoice to prove the invoices has been paid by the Delivery Ally prior to submitting reimbursement request. If sufficient proof is not provided, a cancelled check or other proof may be requested.
- Advertising must be submitted NO LATER than 90 days after the invoice date.
  - Only eligible renewable Delivery Allies of Focus on Energy may complete cooperative advertising documents and receive payment. Payment must be requested and mailed to the Delivery Ally 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 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 year ends December 31, 2011. **All request information must be received by December 20, 2011 to be included in the current program year.**
- Please allow 6-8 weeks to receive your check.

**SECTION 7: REIMBURSEMENT REQUEST FORM**

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

- Copy of the pre-approved 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@focusonenergy.com

Business Name	Contact Name		
Mailing Address	City	State	ZIP Code
Phone Number	E-mail Address		
Business Type* <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietor/Individual <input type="checkbox"/> LLC <input type="checkbox"/> Other: _____	FEIN or Social Security # of customer (Must be 9 digits)* _____		

**AD INFORMATION**

Date on Invoice	Name of Publication/Station/Printer	Ad Cost	% to Reimburse**	Reimbursement Requested
<b>TOTALS</b>				

- \* Required for tax reporting purposes. The following certifications are required in order for this form to substitute for the IRS form W-9:
1. The number shown on this form is the correct taxpayer identification number.
  2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the IRS that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding.
  3. I am a U.S. citizen (includes a U.S. resident alien).

\*\* Percentage amount is determined by the Focus Marketing Department Coordinator at the time of pre-approval. The program year ends December 31, 2011. All request information must be received by December 20, 2011 to be included in the current program year.

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