



Cooperative Advertising Reimbursement Program Home Performance with ENERGY STAR® Program Year: January 1, 2009 – December 31, 2009

As a partner with the Home Performance with ENERGY STAR Program, Focus on Energy is proud to offer the Cooperative Advertising Reimbursement Program. This cash incentive provides partners and consultants with funds to promote and market Home Performance with ENERGY STAR. These funds may be used for advertising (print, radio, television, billboards), vehicle signage, brochures, apparel and other approved marketing pieces. Follow these easy steps to receive cooperative advertising reimbursement with Home Performance with ENERGY STAR.

Step 1: Submit ad for pre-approval

- Design your marketing piece using the Home Performance with ENERGY STAR ad requirement guidelines on the back of this form. Send your draft design to the Advertising and Events Coordinator via fax, mail or email.
Allow 3 full business days for pre-approval of the final design.

Home Performance with ENERGY STAR

Attn: Coop Advertising

431 Charmany Drive

Madison, WI 53719

Fax: 608.249.0339

coopads@weccusa.org

- 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 Home Performance with ENERGY STAR 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.
- Send a **copy** of the ad (such as a tear sheet, radio script, brochure, business card, photo, etc.).
- Send a copy of the **paid** invoice to prove the invoice has been paid by the trade ally, consultant or qualified contractor 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 Home Performance with ENERGY STAR Program are eligible for reimbursement. Coop 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 included in the current coop check run.**
- All requests received AFTER the 20th of the month will be processed the following month.**
- All requests must be received by December 15th to be included in the current program year.**
- Please allow 6-8 weeks to receive your check.

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



Cooperative Advertising Reimbursement Guidelines Home Performance with ENERGY STAR®


Eligibility

- **Who is eligible for cooperative advertising reimbursement?**
Active trade allies, consultants and qualified contractors may receive cooperative advertising reimbursement. If more than one Focus on Energy program is promoted, only one reimbursement request can be made.
- **Who are active trade allies, consultants and qualified contractors?**
Active trade allies have signed a current Trade Ally Agreement Initial Application and Addendum, and these documents are on file with the Home Performance with ENERGY STAR Program. Active trade allies must have a minimum of one (1) referral to the program within 12 months of requesting reimbursement.
- **How much can active allies, consultants and qualified contractors be reimbursed?**
Active trade allies, consultants and qualified contractors initially have access to \$500 in cooperative advertising funds per program year. Trade allies, consultants and qualified contractors can earn an additional \$500 in cooperative funds for each referral to the Home Performance with ENERGY STAR Program, with a maximum reimbursement amount of \$3,000. The number of referrals to the program that count toward extra cooperative advertising funds is cumulative only within a program year; the referrals count starts over each program year.

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.

Ad Requirements

- **Advertising must include the Home Performance with ENERGY STAR Logo**
The logo can appear in black, white or cyan 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.

- **All advertising must include one key message point about Home Performance with ENERGY STAR**
Exclusions are billboards, apparel, business cards and vehicle decals. *Example key message points can be found on the back of the cooperative advertising reimbursement form.*

Design hints for different advertising types

- **Identity Guidelines:** The “Home Performance with ENERGY STAR” program name must always appear in its entirety. ENERGY STAR should always appear in capital letters. The registration symbol ® must appear in superscript after the first mention of ENERGY STAR but is not necessary for each subsequent mention of ENERGY STAR. *More identity guidelines can be found on the back of the cooperative advertising reimbursement form.*
- **Print (newspaper, magazine, brochure, direct mail piece, etc.):** Print advertising must reference the entire program name “Home Performance with ENERGY STAR”, show the current logo and contain one additional key message point. Reimbursement covers the cost of printing, as well as mailing costs for a direct mail campaign, but not design.
- **Radio/Television:** Radio advertising must reference the entire program name “Home Performance with ENERGY STAR” and contain one key message point. Television advertising must show the logo on screen and contain one additional key message point in the ad script.
- **Truck Lettering or Job Site Signage:** Signage must incorporate the current Home Performance with ENERGY STAR logo. No key message point needed. Reimbursement covers the cost of lettering only.
- **Apparel:** Reimbursement covers the cost of logo and clothing. Lands' End has approved versions of the Home Performance with ENERGY STAR logo for your use (reference logo number 0484059W). Logo samples must be pre-approved, unless they are from Lands' End. No key message point is needed.
- **Web Sites:** At this time, Web sites are not eligible for cooperative advertising reimbursement.



Cooperative Advertising Reimbursement Form
Home Performance with ENERGY STAR®
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. **Active** partners are eligible for coop advertising reimbursement.
2. Complete the Ad Information to the best of your knowledge.
3. Make a copy of this page for your records and attach:
 1. Copy of the **approved** marketing piece produced.
 2. Copy of the **paid** invoice to prove the invoice has been paid by the partner 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.
4. Send all of the above to:

Home Performance with ENERGY STAR
 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 20th of the month will be included in the current coop request check run.

Mailing Address

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
			50%	
Totals				

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

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





Home Performance with ENERGY STAR® Identity Guidelines for program participants

These identity guidelines must be followed when using the Home Performance with ENERGY STAR logo, or referring to the Home Performance with ENERGY STAR Program.

1. The ENERGY STAR name should always appear in capital letters.
2. The registration symbol ® must be used the first time the words “ENERGY STAR” appear in material
 - a. The ® symbol should always be in superscript
 - b. There shall be no space between the words “ENERGY STAR” and the ® symbol
 - c. The ® symbol shall be repeated in a document for each chapter title or Web page
3. The following language guidelines must be followed:
 - Correct
 - We offer Home Performance with ENERGY STAR®
 - We partner with Home Performance with ENERGY STAR®
 - We deliver Home Performance with ENERGY STAR®
 - Incorrect
 - Home Performance with ENERGY STAR contractor
 - Home Performance with ENERGY STAR consultant
4. When referring to the program, the full term “Home Performance with ENERGY STAR Program” must be used as it appears

Key Message Points for Cooperative Advertising

The following are sample key message points for allies, consultants and qualified contractors to use when discussing Home Performance with ENERGY STAR. You are in no way limited to these choices! Other good options include: explaining your commitment to the Home Performance with ENERGY STAR Program, why you personally chose to participate in the program and the difference it has made for your customers.

- Proud partner with Home Performance with ENERGY STAR®.
- Home Performance with ENERGY STAR® will help improve the comfort, safety, durability and energy efficiency of your home.
- Buying your home was probably one of the largest investments you’ve ever made. Now it’s up to you to care for that investment and enhance its performance by making home improvements that are smart for you, your family and the environment. Home Performance with ENERGY STAR® can show you how.
- The professionals of Home Performance with ENERGY STAR® are trained to identify the cause of problems or potential problems in your home and provide you with solutions.
- Home Performance with ENERGY STAR® is a network of expert, residential building professionals partnering to assist homeowners in creating more comfortable, safe, durable and energy efficient living environments.
- By including Home Performance with ENERGY STAR® on a remodeling project, you will be able to maximize opportunities in the home and give the homeowner peace of mind they’ve made a smart investment in quality improvements.

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