



Home Performance with ENERGY STAR® - Trade Ally Cooperative Advertising Reimbursement Program Program Year: January 1, 2010 – December 31, 2010

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.

Eligibility

- **Who is eligible for cooperative advertising reimbursement?**

Active trade allies with the Home Performance with ENERGY STAR Program are eligible for cooperative advertising reimbursement. If more than one Focus on Energy program is promoted, only one reimbursement request can be made.

The program year is January 1, 2010 – December 31, 2010.

- **Who are active trade allies 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 referral to the program within 12 months of requesting reimbursement.

- **How much can an active partner be reimbursed?**

Active trade allies initially have access to \$500 in cooperative advertising funds per program year. Trade allies can earn an additional \$500 in cooperative advertising 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 be pre-approved**

- **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 are accepted.

The logo must be at least 25% or ¼ the size of your company logo.

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

The logo must be legible on any marketing piece produced.



- **Advertising must include one key message point about Home Performance with ENERGY STAR**

A key message point is a sentence or phrase that explains the Home Performance with ENERGY STAR Program, something more than just the logo. See examples on next page.

Key message points are not required on apparel, billboards, yard signs, business cards, letterhead and envelopes and vehicle decals.

- **Cost of printing and postage is eligible; design is not eligible for reimbursement**

- **Web Sites are not eligible for reimbursement**



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Identity guidelines

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 must 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 must always be superscript
 - b. There shall be no space between the words “ENERGY STAR” and the ® symbol
 - c. The ® symbol must 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
 - Home Performance with Energy Star partner
4. When referring to the program, the full name Home Performance with ENERGY STAR Program must be used.

Key message points

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.

A key message point is required for all marketing pieces, except apparel, billboards, yard signs, business cards, letterhead and envelopes and vehicle decals..



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Eligible program partners must follow these three easy steps (in order) to receive cooperative advertising reimbursement from the Home Performance with ENERGY STAR Program.

Step 1: Submit ad for pre-approval

- Design your marketing piece using the ad requirements on page one. Send your draft design to the Advertising and Events Coordinator via fax, email, or mail.

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

Home Performance with ENERGY STAR

Attn: Coop 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 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 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 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. 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 year ends December 31, 2010. All request information must be received by December 20, 2010 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 based on program budget availability. Focus on Energy reserves the right to end or modify this program at any time, without notice.



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Cooperative Advertising Reimbursement Program
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Reimbursement request form

To receive your cooperative advertising reimbursement:

1. Complete this reimbursement request form completely.
2. Make a copy of this page for your records and attach:
 1. A copy of the **completed approved** marketing piece produced.
 2. A copy of the **paid** invoice to NO LATER THAN 120 days after invoicing.
3. Send all of the above to:

Home Performance with ENERGY STAR
Attn: Coop Advertising
431 Charmany Drive
Madison, WI 53719
4. 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 co-op check run.

Mailing Address				
Business Name				
Mailing Address				
City, State and Zip				
Contact Name				
Email		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. Signature signifies understanding and compliance with cooperative advertising guidelines and agreement to deduct reimbursement from annual allotment.

Trade Ally Signature

Date

**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**