

**Contractor Cooperative Advertising Reimbursement Program  
Residential Efficient Heating & Cooling  
Program Year: January 1, 2010 – December 31, 2010**

As a Participating Contractor with the Efficient Heating & Cooling Program, Focus on Energy is proud to offer the Cooperative Advertising Reimbursement Program. This cash incentive provides participating HVAC contractors with funds to promote and market qualified high-efficiency heating and cooling products. These funds may be used for approved advertising and marketing pieces.

### Eligibility

▪ **Who is eligible for coop advertising reimbursement?**

Active contractors who have completed and submitted a Market Provider Agreement 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 contractors?**

Active contractors have submitted a **minimum of 15 qualified Efficient Heating & Cooling Cash-Back Rewards within 12 months prior to coop request**. Multiple Cash-Back Rewards can be listed on one application. Flue closures, indirect water heaters, and water heater fuel conversions will not be counted toward a contractor's activity status.

▪ **How much can active contractors get reimbursed?**

Active contractors may receive up to 50% reimbursement for an approved marketing piece with a maximum of \$500 reimbursement per company per promotional period. Reimbursement amount will be based on the percentage of ad space devoted to Focus on Energy qualified products and Focus on Energy Cash-Back Rewards.

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

### Ad requirements

▪ **Advertising must be pre-approved.**

▪ **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 at least 25% or ¼ the size of your company logo.  
The logo must be legible on any marketing piece produced.



Contact the Advertising and Events Coordinator to get logo via disk or e-mail.

▪ **Advertising must promote a furnace, boiler, or air conditioner that qualifies for an Efficient Heating & Cooling reward at the time of co-op pre-approval request AND ad placement.**

Ads must include a qualified furnace or boiler. Ads promoting only ground-source heat pumps will not be paid. Current Cash-Back Rewards can be found at [focusonenergy.com/hvac](http://focusonenergy.com/hvac) or by calling 800.762.7077.

▪ **Advertising *may* include an additional key message point about the Efficient Heating & Cooling Program and Focus on Energy.**

▪ **Cost of printing is eligible; design and mailing costs are not eligible for reimbursement.**

▪ **Web sites are not eligible for reimbursement.**

We encourage contractors to include a link on their Web site to the Focus on Energy HVAC customer Web page ([focusonenergy.com/heating](http://focusonenergy.com/heating)). Focus staff should be notified if you create the link to our Web site.

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

# Contractor Cooperative Advertising Reimbursement Program Residential Efficient Heating & Cooling Reimbursement Guidelines

Eligible program partners must follow the following steps (in order) to receive cooperative advertising reimbursement from the Efficient Heating & Cooling Program.

## Step 1: Submit ad for pre-approval

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

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

Efficient Heating & Cooling  
Attn: Contractor Co-op 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 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 ad (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 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 90 days after invoicing.**
- Only registered, active partners of the Efficient Heating & Cooling 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 20<sup>th</sup> of the month will be processed that month.**
  - **All requests received AFTER the 20<sup>th</sup> 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.*

**Contractor Cooperative Advertising Reimbursement Program  
Residential Efficient Heating & Cooling  
Program Year: January 1, 2010 – December 31, 2010**

**Reimbursement Request Form**

To receive your cooperative advertising reimbursement:

1. Complete this entire reimbursement request form.
2. Make a copy of this page for your records and attach:
  1. Copy of the **completed approved** marketing piece produced.
  2. Copy of the **paid** invoice NO LATER THAN 90 days after invoicing.
3. Send all of the above to:
 

Efficient Heating & Cooling  
Attn: Contractor Co-op Advertising  
431 Charmany Drive  
Madison, WI 53719
4. 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 co-op check run.**

Mailing Address			
Business Name			
Mailing Address			
City, State and Zip			
Contact Name		Phone #	
Business Type*	<input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietor/ Individual <input type="checkbox"/> LLC <input type="checkbox"/> Other:	Federal Tax ID Number*	_____ - _____

\*Required for tax reporting purposes

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

The Efficient Heating & Cooling Program does not partner with or endorse any specific media outlets. 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.

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

\*Certification: 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).

## Contractor Cooperative Advertising Reimbursement Program Residential Efficient Heating & Cooling

### Sample key message points

The following are sample key message points for contractors to use when discussing Focus on Energy or the Efficient Heating & Cooling Program. You are in no way limited to these choices! Other good options include: explaining your commitment to the Efficient Heating & Cooling Program, why you personally chose to participate in the program and the difference it has made for your customers.

- Acknowledge yourself as a Focus on Energy Market Provider.
- Mention that:
  - Focus on Energy can provide basic information and materials to help their purchase decision.
  - Eligible customers may qualify for financial assistance, including Cash-Back Rewards or reduced rate financing.
- Explain that Focus on Energy partners with professionals, like yourself, to increase consumer awareness of the benefits gained by properly installing high efficiency heating and cooling equipment.