

# TRADE ALLY COOPERATIVE MARKETING

SOLAR



Energy Trust of Oregon's solar cooperative marketing fund reimburses solar trade allies for a portion of their marketing investment to promote solar electric and solar water heating systems. These funds may be used for advertising (newspaper, magazine, radio, television, phone book and billboards), website design and development, brochures, business cards and other approved marketing pieces and opportunities.

## REQUIREMENTS AND REIMBURSEMENT

Requirement	Reimbursement	Cap
Placement of "Trade Ally of Energy Trust" logo	33% of allowable marketing costs	Up to \$1,500 per quarter, subject to budget limitations

### STEP 1: APPLY

Design your marketing piece following the requirements provided below. Contact Energy Trust to request the "Trade Ally of Energy Trust" logo for use in your piece. Send your piece along with this completed form to the trade ally coordinator for pre-approval (contact information below). Please allow 10 business days for review and approval. **Unless Energy Trust expressly pre-approves the marketing piece, it cannot include Energy Trust's logo and will not be eligible for co-op marketing funds.**

Trade ally company name \_\_\_\_\_ Contact \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Type/description of marketing piece \_\_\_\_\_

Estimated cost of marketing piece \$ \_\_\_\_\_ Date(s) the piece will run in publication \_\_\_\_\_

If you are a trade ally for more than one Energy Trust program, you may receive cooperative marketing funds from only one program for a single marketing piece; no piece shall receive funding from more than one program. A trade ally participating in more than one cooperative marketing program is eligible for the maximum yearly cap from each program. Please talk to your program cooperative marketing coordinators for more information.

### STEP 2: PRODUCE YOUR MARKETING MATERIALS

After receiving pre-approval, place your advertisement or produce your final marketing materials. Be sure to obtain a copy of the final piece. If it's an advertisement, ask for a tearsheet as proof of placement.

### STEP 3: SUBMIT FOR PAYMENT

Send a copy of your completed marketing piece or ad and a copy of the invoice(s) for design, print and/or placement within 60 days of its completion, along with trade ally's completed Energy Trust Substitute W-9 form (available at [www.energytrust.org/library/forms/lgl\\_fm0214\\_substituteW9.pdf](http://www.energytrust.org/library/forms/lgl_fm0214_substituteW9.pdf)) or IRS Form W-9. The program cannot pay your designers, printers, or other suppliers directly. Reimbursement checks will be mailed to the trade ally's company within 60 days of receiving all required information. Energy Trust is not responsible for any tax liability that may be imposed on trade ally as a result of its receipt of any cooperative marketing funds.

### AGREE TO TERMS

I would like to participate in Energy Trust's cooperative marketing opportunity. I have read, understand and agree to the terms and conditions of participation listed herein, including but not limited to the requirements that my marketing materials must adhere to the logo and messaging guidelines listed herein. I further understand and agree that, unless my proposed material has received Energy Trust's specific pre-approval, I do not have permission to use such logo and the material shall not be eligible for any Energy Trust cooperative marketing funding.

Signature \_\_\_\_\_ Date \_\_\_\_\_

*More on back page. Please read both sides of this form.*

## SEND COMPLETED FORMS TO:

Ashley Jackson  
Energy Trust of Oregon  
421 SW Oak St., Suite 300, Portland, Oregon 97204

Phone: 503.459.4070  
Fax: 503.200.1207  
Email: ashley.jackson@energytrust.org

## ENERGY TRUST LOGO REQUIREMENTS

**Clear space and placement:** The “Trade Ally of Energy Trust” logo must be included on all pieces and should be smaller than the trade ally company’s logo. Space surrounding the “Trade Ally of Energy Trust” logo at all times is determined by the size of the “burst” symbol of the logo, as shown below. Preferred placement is the lower right corner of the ad if possible. The trade ally logo may only be used in black or in white against a solid color background.



**Marketing pieces must use high-resolution logos provided by Energy Trust.**

**Text references:** In text, trade allies may use the terminology “an approved trade ally of Energy Trust of Oregon” or “a trade ally of Energy Trust of Oregon.”

**Websites:** If a trade ally website is co-branded, the page(s) that mention Energy Trust must include a link to the appropriate Energy Trust web page.

**Apparel:** Apparel design must be approved by Energy Trust before production.

- **Logo placement:** For shirts, place “Trade Ally of Energy Trust” logo on the left chest or sleeve. For hats, place logo above brim or across back.
- **Apparel colors:** On light colors, use the black “Trade Ally of Energy Trust” logo. On dark colors, use the white logo.

**Exclusions:** The “Trade Ally of Energy Trust” logo may not be used on vehicle signs.

## LANGUAGE AND MESSAGING REQUIREMENTS

### Incentives and tax credits

- Do not refer to Energy Trust cash incentives as “rebates.” They are “incentives” or “cash incentives.”
- Tax credits may not be referred to as cash incentives.
- If advertising or promotion refers to tax credits in combination with Energy Trust cash incentives, they must be referred to as tax credits and cash incentives. Example: “Solar systems may qualify for tax credits and incentives totaling \$2,500.”
- If advertising or promotion refers to the percentage of cost-savings available through tax credits and incentives, it must include the words “up to.” Example: “Up to 50 percent of system cost covered by tax credits and incentives.”

### Net-metering

- Net-metering is designed to offset energy costs, not to allow customers to become energy wholesalers. Language must conform to that idea.

### Energy Trust and Oregon Department of Energy

- Energy Trust of Oregon must be referred to as “Energy Trust of Oregon” on first sentence, and “Energy Trust” thereafter. Energy Trust may not be referred to by its initials (ETO).
- Oregon Department of Energy should not be referred to as ODOE.