



Hawai'i Energy

CO-OP ADVERTISING GUIDELINES

Funding is limited and is available on a first-come, first-served basis from July 1, 2021 – May 31, 2022.

The Co-op Advertising program provides registered Clean Energy Allies with subsidies (in the form of reimbursements) to help offset their costs for advertising. Please read the instructions carefully; restrictions may apply and the program is subject to change without notice.

SPECIAL OFFER FOR PROGRAM YEAR 2021-2022:

For a limited time, registered CEAs are eligible for reimbursements of up to 100% of advertising costs of a single ad buy, up to the following amounts:

- TV – up to \$4,000
- Radio – up to \$3,000
- Print – up to \$2,500
- Digital – up to \$2,000

Co-op advertising costs will be reimbursed **up to 100% from July 1, 2021 – December 31, 2021 and up to 50% from January 1, 2022 – May 31, 2022**. Max of one reimbursement company, and Allies are not eligible for further co-op funding in PY21 beyond this subsidy. Funding is extremely limited in each category and will be awarded on a first-come, first-serve basis.

ELIGIBILITY

- The most common types of eligible advertisements are print, direct mail, TV, radio and digital. Ads in non-retractable formats (i.e., phone books, permanent signage, clothing, etc.) are generally not allowed, but will be evaluated on a case-by-case basis. Funding will only cover the cost of ad placement, including tax; design costs are not eligible for reimbursement. We will cover postage for direct mail advertisements, if postage invoice is provided with application.
- Ads must include the Clean Energy Ally seal and a textual or audio mention of the business' affiliation with Hawai'i Energy. See attached Branding Guidelines for acceptable logo usage and messaging.
- Ads must run within the Hawai'i Energy program year (July 1, 2021 to May 31, 2022) and **be distributed primarily in Hawai'i, Honolulu and/or Maui counties** to qualify for reimbursement. Ads that have additional distribution outside of Hawai'i, Honolulu and Maui counties must state that rebates from Hawai'i Energy are available only to electric utility customers in Hawai'i, Honolulu and Maui counties.
- **All ads must be approved by Hawai'i Energy prior to running** to qualify for reimbursement.

TO SUBMIT FOR HAWAI'I ENERGY APPROVAL:

Applicant must submit a completed co-op advertising application form and a copy of your camera-ready ad for review no later than ten (10) business days prior to your ad placement deadline. Hawai'i Energy will notify you of either approval or required edits; ads that run without receiving approval may forfeit their eligibility for reimbursement. Submit ads and applications for approval to Christina.Kelley@leidos.com.

ADDITIONAL MATERIALS

Applications must be accompanied by: 1) A copy of your invoice (which must be paid in full and ***dated no earlier than 30 days prior to submission***), 2) A copy of your current W-9 tax form and 3) A copy of the ad that ran. Reimbursements will be paid upon ad publication.

Although you may apply earlier, all documents must be submitted by May 31, 2022 to be eligible for reimbursement. You will receive your reimbursement by check within 6-8 weeks of submitting all completed documents. Unused co-op funds do not carry over to the next program year.

QUESTIONS? Please contact Christina Kelley at Christina.Kelley@leidos.com or call (808) 848-8519.



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ALL OF THE FOLLOWING REQUIRED MATERIALS MUST BE SUBMITTED FOR REIMBURSEMENT:

1) Completed Application, 2) copy of paid invoice(s), 3) current W-9 tax form, and 4) copy of ad that ran

CONTACT INFORMATION

| | | |
|-------------------|--------|------|
| Company Name: | | |
| Submitted by: | | |
| Business Address: | | |
| City: | State: | Zip: |
| Email: | Phone: | Fax: |

PAYMENT INFORMATION

| | |
|--|-------------|
| Make Check Payable to (if different from above): | Tax I.D. #: |
|--|-------------|

| Ad Type (Max of 1 per company) | Media Outlet Name | Size/Length of Ad | Run Date(s) | Cost (must incl. tax) |
|--|-------------------------|-------------------|-------------------------------|--------------------------|
| <i>Example: TV</i> | <i>Hawai'i News Now</i> | <i>30 sec.</i> | <i>8/1 – 8/30/21</i> | <i>\$4,000.00</i> |
| <input type="checkbox"/> Print | | | | |
| <input type="checkbox"/> TV | | | | |
| <input type="checkbox"/> Radio | | | | |
| <input type="checkbox"/> Direct Mail | | | | |
| <input type="checkbox"/> Digital | | | | |
| <input type="checkbox"/> Other: _____ | | | | |
| | | | Total Cost (w/tax): | |
| HAWAI'I ENERGY OFFICE USE ONLY: | | | Date received: | |
| | | | Co-op Amount Approved: | |

AGREEMENT CLAUSE

I hereby apply for the reimbursement indicated above. I have read and understand the Hawai'i Energy Co-op Advertising Guidelines and Logo & Messaging requirements, and agree to abide by them. I certify that all information provided on this form is true and correct to the best of my knowledge.

Applicant Signature: _____ Date: _____

SEND COMPLETED FORM (WITH COPIES OF AD, PAID INVOICE AND W-9) TO:

Hawai'i Energy / Leidos, Inc.
 Marketing & Communications Department c/o Christina Kelley
 Email: Christina.Kelley@leidos.com | Phone: (808) 848-8519 | Fax: (808) 521-1446