



# Hawai'i Energy

## CO-OP ADVERTISING GUIDELINES

Funding is limited and is available on a first-come, first-served basis from July 1, 2018 - June 30, 2019.

Through Hawai'i Energy's **Co-Op Advertising Offer**, Clean Energy Allies may apply for reimbursement of up to 50% toward advertising costs, up to a total of \$2,500 per program year, per Clean Energy Ally business. The \$2,500 reimbursement limit may be applied toward one or multiple ads throughout the program year.

Please read the instructions carefully; restrictions may apply and the program is subject to change without notice.

### 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.) 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. Exception: 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 be distributed primarily in Hawai'i, Honolulu and/or Maui counties during the program year which you are applying*** 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 pre-approved** to qualify for reimbursement.

### PRE-APPROVAL

A completed co-op advertising application and a copy of your camera-ready ad is due to Hawai'i Energy for review **no later than ten (10) business days prior to your ad placement deadline**. Ads and applications may be emailed to Jaclyn Saito at [jaclyn.saito@leidos.com](mailto:jaclyn.saito@leidos.com). Hawai'i Energy will notify you of either approval or required edits. Please do not publish your ad until you have received final approval from Hawai'i Energy.

### REIMBURSEMENT

Upon or after ad publication, please also submit:

- 1) A copy of your invoice (which must be paid in full)
- 2) A copy of your current W-9 tax form.

Although you may apply earlier, all documents must be submitted by June 30, 2019 to be eligible for reimbursement and will be processed within 6-8 weeks of receiving all completed documents. Unused co-op funds do not carry over to the next program year.

### QUESTIONS?

Please contact Jaclyn Saito at [jaclyn.saito@leidos.com](mailto:jaclyn.saito@leidos.com) or call (808) 848-8582.



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## CO-OP ADVERTISING APPLICATION FOR REIMBURSEMENT

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

- 1) Completed *Application for Reimbursement*, 2) copy of paid invoice(s) and 3) current W-9 tax form

### 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. #:

*Hawai'i Energy will reimburse up to 50% of the cost of an approved ad, up to a total \$2,500 per program year, per business.*

Ad Type	Total # of Ads	Media Outlet Name	Size/Length of Ad (if applicable)	Run Date(s)	Cost (must include tax)
<input type="checkbox"/> Print					
<input type="checkbox"/> Television					
<input type="checkbox"/> Radio					
<input type="checkbox"/> Direct Mail					
<input type="checkbox"/> Digital					
<input type="checkbox"/> Other: _____					
<b>HAWAI'I ENERGY OFFICE USE ONLY:</b>					<b>Total Cost (w/tax):</b>
					<b>Co-Op Amount Requested:</b>
					<b>Date received:</b>
					<b>Co-Op Amount Approved:</b>

### 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 & Outreach Coordinator Jaclyn Saito  
Email: [jaclyn.saito@leidos.com](mailto:jaclyn.saito@leidos.com) | Phone: (808) 848-8582 | Fax: (808) 521-1446