



CO-OP ADVERTISING GUIDELINES

Funding is limited and is available on a first-come, first-served basis from July 1, 2020 - June 30, 2021.

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 2020-2021:

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 \$6,000
- Radio – up to \$3,000
- Print – up to \$2,500
- Digital – up to \$2,000

Max of one reimbursement company, and Allies are not eligible for further co-op funding in PY20 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 typically 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 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. 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 pre-approval to Christina Kelley at Christina.Kelley@leidos.com.

APPLICATION MATERIALS

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

Although you may apply earlier, all documents must be submitted by June 30, 2021 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 Christina Kelley at Christina.Kelley@leidos.com or call (808) 848-8519.



CO-OP ADVERTISING GUIDELINES

Funding is limited and is available on a first-come, first-served basis from July 1, 2020 - June 30, 2021.

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. #:

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 – 8/30/20</i>	<i>\$6,000.00</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