

# 2016 Trade Ally Cooperative Marketing Program

## SECTION 1: TRADE ALLY ELIGIBILITY

Cascade Natural Gas Corporation (CNGC) provides Active Trade Allies Cooperative Marketing Reimbursement funds to offset a percentage of pre-approved marketing/advertising costs used to promote qualified measures covered under the Conservation Incentive Rebate Program.

The program period ends December 31st of the current year or when funds are exhausted, whichever comes first.

## SECTION 2: REIMBURSEMENT

### HOW MUCH CAN A TRADE ALLY BE REIMBURSED?

Reimbursement is limited to \$750 per Active Trade Ally per year, if reserved by November 1st of the current program year. Cooperative marketing placement must be completed and reimbursement form submitted within 60 days of placement of the ad. Funding is limited and will be dispersed on a first-come, first-served basis.

### WHAT PERCENTAGE IS AVAILABLE FOR REIMBURSEMENT?

CNGC will reimburse Active Trade Allies for up to 75% of the placement/implementation cost (but not the design/production) of pre-approved marketing communication materials including, but not be limited to:

- Newspaper and Inserts
- Broadcast Media (i.e. television, radio)
- Direct Mail Pieces (i.e. print on-demand postcards, brochures)
- Door Hangers
- Billboards/ Outdoor Advertising
- Consumer Home Show Display Marketing
- Miscellaneous pre-approved marketing pieces (phone book/yellow page ads **ARE NOT** included)

If funds available in the Active Trade Ally's account are less than 75% of the cost of marketing being requested for reimbursement, only the remaining account balance will be reimbursed.

## SECTION 3: KEY MESSAGING

The marketing and/or advertising materials must include the Cascade Natural Gas logo and should specifically mention Conservation Incentive Rebate Program qualified natural gas equipment. The marketing and/or advertising materials should also include one of the following slogans:

- **Save Money, Save Energy with Cascade Natural Gas**
- **High Performance Natural Gas Equipment Saves Money and Energy**
- **It's Easy To Go Green with Natural Gas**
- **Cascade Natural Gas Corporation Has Rebates Available. Call 866.626.4479 or visit [www.cngc.com/conservation](http://www.cngc.com/conservation)**

Marketing and/or advertising messaging must exclusively have a natural gas focus. Disallowed examples include, electric furnaces, propane furnaces, heat pumps or electric water heaters. Gas heating/electric air conditioning can be mentioned. Exceptions may be made on a case by case basis and are subject to the discretion of CNGC.



*In the Community to Serve®*

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## SECTION 4: CASCADE NATURAL GAS LOGO USE REQUIREMENTS

- The color version of the logo is preferred against a white background. A one-color black logo is also available.
- The logo must never be placed so that it is viewed at an angle, sideways, upside down or inverted.
- To maintain legal protection of the logo, alterations, substitutions, or modifications of letterforms are not allowed.
- The Cascade Natural Gas logo must be prominently displayed and not overpowered by the Trade Ally logo.
- All elements of the logo must be legible.

Trade Ally of



Trade Ally of



## SECTION 5: REIMBURSEMENT PROCESS

Active Trade Allies must follow these easy steps to receive cooperative marketing reimbursement from Cascade Natural Gas.

### STEP 1: SUBMIT MARKETING MATERIAL FOR PRE APPROVAL.

- Design your marketing material referring to Sections 3-4 for design and branding guidance. Material must be submitted for pre-approval prior to placement by completing the “Cooperative Marketing Pre-Approval” form and sending it along with your draft marketing material, text or script to EGIA via fax, email, or mail. The EGIA Cooperative Marketing Program Coordinator will get back to you within five business days with approval/disapproval notification or request for edits of the final design.

#### **Cascade Natural Gas Cooperative Marketing Program Coordinator**

**1600 Iowa Street**

**Bellingham, WA 98229**

**360.788.2396 Fax**

**[conserve@cngc.com](mailto:conserve@cngc.com)**

**1.866.626.4479 Phone**

- If the marketing piece requires changes, it must be re-submitted for final approval. **MARKETING PIECES WITHOUT PRIOR APPROVAL WILL NOT BE REIMBURSED.**
- The CNGC Trade Ally logo is a privilege associated with Trade Ally status. CNGC reserves the right to request removal of our logo should it be used without permission or be used outside of the established guidelines.

### STEP 2: MARKETING/ADVERTISING PLACEMENT

- After receiving approval, Active Trade Ally should produce and distribute the marketing piece or place the advertisement and pay the full cost of the promotion.

### STEP 3: SUBMIT REQUEST FOR REIMBURSEMENT.

- Complete and return the “Coop Marketing Request for Reimbursement” form with a copy of the completed and finished approved material. Reimbursement claims must be submitted within 60 days of ad placement or distribution of marketing piece. The Active Trade Ally must include a copy of the original media invoice from the media outlet, direct marketing company, billboard agency etc. with complete details of service rendered. The Active Trade Ally must include an original tear sheet, certified script, videotape, photograph, etc. that meets program guidelines and proves marketing/advertising placement or direct marketing distribution. Payments will be made directly to the Active Trade Ally; checks will not be made payable or mailed to a third-party (such as publications, ad agencies or printers).
- Allow up to four weeks to receive your reimbursement from the date your request and all required materials are received in the Cooperative Marketing Program Coordinators office.



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## PRE-APPROVAL FORM

Pre-Approval Request Forms **MUST** be received by **November 1st** of the current calendar year to qualify for reimbursement.

### STEP 1: TRADE ALLY INFORMATION

Trade Ally Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

### STEP 2: AD INFORMATION

Estimated Date of Placement	Name of Media/Provider	Ad/Marketing Cost	Reimbursement Amount*	Amount Requested
		\$	up to \$750 / 75%	\$
		\$	up to \$750 / 75%	\$
		\$	up to \$750 / 75%	\$
		\$	up to \$750 / 75%	\$
<b>TOTAL AD COST</b>		\$	<b>TOTAL REIMBURSEMENT</b>	\$

**REMAINING ACCOUNT BALANCE: \$750 – TOTAL REIMBURSEMENT = \$**

Cascade Natural Gas does not partner with, or endorse any specific media outlets. Signature assumes understanding and compliance with cooperative advertising guidelines and agreement to deduct reimbursement from annual allotment.

### STEP 3: SIGNATURE

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

Marketing materials and advertising cannot say or imply Cascade Natural Gas endorses, approves, or warrants the Trade Ally, the Trade Ally's products, or the Trade Ally's work. Funds are available first-come, first-served and are based on program budget availability. Cascade Natural Gas reserves the right to end or modify this program at any time without notice.

\*Total cumulative reimbursement is limited to \$750 per program year, with any single promotional activity reimbursement limited to no more than 75% of the advertising/marketing cost.

### STEP 4: SUBMIT

Make a copy of this page for your records and attach a copy of the marketing piece text or script.

Send this form and the above items to:

**Cascade Natural Gas Cooperative Marketing Program Coordinator**  
**1600 Iowa Street**  
**Bellingham, WA 98229**  
**Fax: 360.788.2396**  
**Email: [conserve@cngc.com](mailto:conserve@cngc.com)**  
**Phone: 1.866.626.4479**

### DO NOT WRITE BELOW THIS LINE

FOR OFFICE USE ONLY		
Status	<input type="checkbox"/> Approved	<input type="checkbox"/> Denied
	<input type="checkbox"/> Returned with changes	
Name:	Date:	Tracking Number:
Account Balance:		



# 2016 Trade Ally Cooperative Marketing Program

## REIMBURSEMENT FORM

Reimbursement requests must be received within 60 days of placement in order to be processed in the current program period.

### STEP 1: TRADE ALLY INFORMATION

Trade Ally Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

### STEP 2: AD INFORMATION

Date of Placement	Name of Media/Provider	Ad/Marketing Cost	Reimbursement Amount*	Amount Requested
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		\$	up to \$750 / 75%	\$
<b>TOTAL AD COST</b>		\$	<b>TOTAL REIMBURSEMENT</b>	\$

**REMAINING ACCOUNT BALANCE: \$750 – TOTAL REIMBURSEMENT = \$**

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### STEP 3: SIGNATURE

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

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\*Total cumulative reimbursement is limited to \$750 per program year, with any single promotional activity reimbursement limited to no more than 50% of the advertising/marketing cost.

### STEP 4: SUBMIT

Make a copy of this page for your records and attach the following to the original

- A copy of the approved **Coop Marketing Pre-Approval Form**.
- A copy of the pre-approved marketing piece, text, script, or tear sheet.
- A copy of the paid invoice. If sufficient proof is not provided, a cancelled check or other proof may be requested.

Send this form and the above items to:

**Cascade Natural Gas Cooperative Marketing Program Coordinator**  
**1600 Iowa Street**  
**Bellingham, WA 98229**  
**Fax: 360.788.2396**  
**Email: [conserve@cngc.com](mailto:conserve@cngc.com)**  
**Phone: 1.866.626.4479**

### DO NOT WRITE BELOW THIS LINE

FOR OFFICE USE ONLY		
Status	<input type="checkbox"/> Approved	<input type="checkbox"/> Denied
	<input type="checkbox"/> Returned with changes	
Name:	Date:	Tracking Number:
Account Balance:		