



# EVERGY TRADE ALLY

## Co-Op Marketing Program Guidelines

The Evergy Trade Ally Co-Op Marketing Program will provide active authorized trade allies with matching advertising funds to assist in the promotion of the HVAC equipment eligible for rebates through the Evergy Heating and Cooling Rebate Program. Trade allies can reserve up to \$4,000 in matching funds to cover up to 50% of the cost of placing co-branded advertisements that promote the participating contractor and the Evergy program.

All advertising funded through the Co-Op Marketing Program must take place between March 1 and September 30, 2020. Co-op funding will be awarded on a first-come, first-served basis. **All ads must be reviewed and approved before placing your advertising.**

Program details are described below. Please contact your outreach manager if you have any questions about applying for co-op funds or about the process.

### How It Works

An allotment of funds will be set aside for contractors to reserve. Co-op funds will be dispersed based on the following guidelines:

- ▶ Receive up to **\$4,000** when you run qualifying television, billboard or radio advertising during the time frame.
  - ▶ Receive up to **\$2,000** when you run any other qualifying advertising during the time frame. This includes direct mail, digital ads, letters, paid social media and other forms of advertising.
  - ▶ Evergy can provide artwork templates for contractors to use to lower production costs and speed up the approval time of artwork. Contact your Outreach Manager if you would like to use an approved template.
1. **Active Trade Ally Status:** To receive co-op marketing funds, trade allies will be required to submit a minimum of four (4) applications before the end of the program cycle year on December 31, 2020.
  2. **Reservation:** Complete and submit the Co-Op Marketing Program Funds Reservation Request Form. Requests will be processed by the Heating and Cooling Program team in the order they are received. Applications should be submitted via email to [residentialrebates@evergy.com](mailto:residentialrebates@evergy.com).
  3. **Notification:** Upon receipt, Funds Reservation Request Forms will be reviewed and participating contractors will be notified as to whether their request is approved. If further information is needed, the program team will contact the individual listed as the contact person on the Funds Reservation Request Form. If all funds have been reserved for that reservation period, the contractor will be notified and placed into a queue for any additional funds that become available.

4. **Design and Approval:** Artwork must be submitted to your Outreach Manager for approval BEFORE running your ads. Contractors will be notified as soon as possible if the artwork is approved to be used, or if there are changes to be made in order to meet the co-op marketing guidelines for reimbursement.
5. **Claim and Documentation Submission:** Contractors must submit a Co-Op Marketing Program Claims Form and supporting documentation such as paid receipts or invoices for the executed advertising no later than October 31, 2020, to receive their co-op reimbursement as described below.
6. **Payment:** Once all requirements regarding reservation, approval and supporting documentation are met, participating contractors will receive their reimbursement within four to six weeks.

### Media Development and Approval Process

Contractors participating in the Co-Op Marketing Program have two options for advertisement development and approval:

1. **Program Templates:** The program will provide contractors participating in the Co-Op Marketing Program with advertisement template options including direct mail, print ads, radio scripts, branded blocks and digital ads. As an added value service for co-op participants, the program team will work with contractors to obtain their logo and contact information to add to the existing templates free of charge. Program staff will review and approve, and will provide a final format (typically PDF) for delivery by the contractor to the media outlet (e.g., newspaper, magazine, radio station). Complete radio scripts should be submitted for approval prior to producing spots.



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- Contractor Design:** Participating contractors who prefer to design their own co-branded marketing pieces will need to follow the Evergy brand guidelines and ensure that the advertisement does not violate any of these guidelines. The review process for contractor-designed pieces can take additional time; participating contractors should plan ahead when choosing this option to ensure advertising deadlines are met. Complete radio and television scripts should be submitted for approval prior to producing spots.

### Additional Notes

In order for advertising to qualify for co-op marketing reimbursement funds, the following elements must be included:

- ▶ The Evergy logo (can be found on [tradeally.evergy.com](http://tradeally.evergy.com)).
- ▶ Promote the Heating and Cooling Rebate Program and mention the rebate amounts. It must be clear upon seeing the ads or hearing the radio spot that the contractor is offering rebates on products covered by the Evergy Heating and Cooling Program.
- ▶ Evergy reserves the right to use its discretion on approving advertisements submitted for co-op funding.
- ▶ Ad production (creative design/layout) is not eligible for co-op marketing funds. Only media costs and printing costs are eligible for funding.
- ▶ Any contractor's current/existing advertising or webpages related to the Evergy Heating and Cooling Rebate Program must meet Evergy guidelines. Evergy reserves the right to withhold co-op funds until any existing guideline violations are resolved.

### Reimbursement Guidelines and Process

A Co-Op Marketing Program Claims Form and supporting documentation must be received by the program no later than October 31, 2020. If these materials are not received within this time period, funds will be forfeited and placed back into the co-op marketing pool. Upon confirmation and approval, claims will be paid within four to six weeks. Checks will be mailed to the participating contractor at the address noted on the Funds Reservation Request Form.

Supporting documentation will vary based on media type:

- ▶ Newspaper/Magazine: invoice from print publication and a tear sheet from each run date
- ▶ Direct Mail: invoice for printing the materials and an invoice from the mailer or a printed report showing the number of pieces mailed
- ▶ Radio/Television: invoice from agency or station showing run dates and cost
- ▶ Other: specific needs for other types of media will be discussed at the time of funds reservation

### How to Submit Your Application and Verification Documentation

All supporting documentation and the Co-Op Marketing Program Claims Form must be submitted to the program team via email at [residentialrebates@evergy.com](mailto:residentialrebates@evergy.com).

This program is subject to change at any time. Updates to the Co-Op Marketing Program will be communicated to participating contractors via email and will be posted on the trade ally portal.