

# Cooperative Reimbursement Program

The SEMCO EWR Cooperative Advertising Reimbursement Program was designed to provide financial and marketing resources to support Residential Trade Allies, while building consumer awareness of SEMCO's services and increasing participation in the program. Please note, Trade Allies that participate in the contractor engagement training program will be prioritized in receiving funds.

Below is a quick startup guide to the 2020 Cooperative Advertising Reimbursement Program Guidelines. If you have questions about the 2020 Guidelines, email [info@semcoewr.com](mailto:info@semcoewr.com).

## TRADE ALLY ELIGIBILITY

- **Program Status:** Must be a registered SEMCO Energy Waste Reduction Program Trade Ally.
- **Project Status:** Must have completed five or more projects in 2019 or 2020

## TRADE ALLY REIMBURSEMENT LIMITS

- **Maximum Reimbursement Per Tactic:** The program will reimburse 50% of the cost of the approved marketing tactic, up to \$1,000.
- **Maximum Rewards:** Up to \$2,000 per program year while funds available. Funds are dispersed on a first come, first-served basis.
- **Deadline:** The 2020 reimbursement request deadline is December 1, 2020. Funds are available on a first-come, first-served basis and are based on program budget availability.

## MESSAGING REQUIREMENTS

Program partnership messaging and SEMCO's EWR logo is **required** on most marketing materials. Please choose from the options below or contact [info@semcoewr.com](mailto:info@semcoewr.com) for additional options.

### Short Messaging Options:

- Proud to partner with SEMCO's Energy Waste Reduction Program
- [Company Name] is a registered Trade Ally of the SEMCO Energy Waste Reduction Program
- We are a registered Trade Ally of SEMCO's Energy Waste Reduction Program

## ELIGIBLE MARKETING TACTICS

- Direct Mail
- Print Advertising & Inserts
- Social Media Ads
- Online (Web) Banner Ads
- Home Shows
- Television Advertising
- Radio Advertising
- Sponsorship Signage
- Collateral Materials
- Lawn Signs
- Referral Cards

## INELIGIBLE MARKETING TACTICS

- Email Blasts
- Direct Mail Postage
- Graphic Design or Copy Writing
- Trade Ally Website Development, Hosting or Content/Page maintenance
- Business Cards
- Apparel
- Product Advertisements (SEMCO's EWR program does not endorse any specific makes or models of products)
- Any items that cannot accommodate Minimum Creative Element Requirement guidelines or are typical expenses for operating a business

## AD REVIEW PROCESS

### Step 1: Approval

**BEFORE** the ad/marketing material is printed or published it must be approved by the SEMCO EWR program, regardless if the Trade Ally is requesting or eligible for reimbursement. **Submit the following items using the contact info below:**

- Copy of draft ad/marketing material
- SEMCO EWR Advertising Approval Form

*The Trade Ally will be notified within 5 business days if the ad/marketing material has been approved or needs revisions.*

(After material is approved)  
**Publish Ad/Ad Consumed**



### Step 2: Reimbursement

**AFTER** the ad/marketing material has been circulated or published, **Submit the following items using the contact info below:**

- SEMCO EWR Advertising Reimbursement Form
- Copy of invoice\*
- Proof of payment\*
- Copy of completed/ printed marketing material

*\*In lieu of submitting an invoice AND proof of payment, you may submit a copy of a PAID INVOICE, but only when supplied by the vendor with details of charges and billing to your company.*

Please allow up to 4-6 weeks to receive the reimbursement check.

# Cooperative Reimbursement Program

## Minimum Creative Element Requirements



### TRADE ALLY CO BRANDING/ LOGO

- **Co Branding:** All co branded material **MUST** be approved by SEMCO's EWR program prior to print or distribution, regardless of financial reimbursement eligibility.
- **Logo:** Coop logos are available in color, black or white.
- **Alterations, substitutions or modifications of the SEMCO's EWR program logo are not allowed.**
- The 4 color versions of the Coop logos are preferred against a white background.
- The black or white logo versions are available for use against colored backgrounds.
- Preferred logo lockups are shown to the right under **CORRECT LOGO USAGE**. Alternative orientations/lockups are available upon request.

### CORRECT LOGO USAGE

The SEMCO EWR program logo should be 50% the size of the Trade Ally company logo, but no smaller than the minimum size requirements (measurements shown at bottom of page).

#### Horizontal 1 (Preferred)



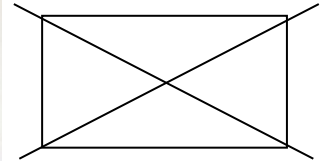
#### Vertical 1 (Preferred)

Proud to partner with



### INCORRECT LOGO USAGE

1. Never condense or stretch the logos.
2. Never alter the **SIZE** or **SPACE** relationship between any parts of the logos.
3. Never change the font of the logos.
4. Never place the logo over a photo, illustration, graphic or put the logos in a box.



5. Maintain a **minimum clear space** of .21" around all edges of the Coop logos, illustrated below:



**Mail:** SEMCO's Energy Waste Reduction Program: 3100 West Road, Bldg 3 Suite 200, East Lansing, MI 48823  
**Email:** [info@semcoewr.com](mailto:info@semcoewr.com) • **Questions:** 855 298 5387

Deadline for 2020 Reimbursement Requests is December 1, 2020. Coop funds are available on a first-come, first-served basis and are based on program budget availability.