

Energy Efficiency for Business

EEB Trade Ally Co-Marketing Application

Submit the completed application and all required documents in **one** of two ways:



Email

FloridaEEB@duke-energy.com



Fax

800.829.3853



Questions?

- Call 877.372.8477
- Email FloridaEEB@duke-energy.com
- Visit duke-energy.com/flbusiness

Guidelines for Trade Ally Activities

Trade Allies must follow these steps to receive co-marketing reimbursement:

1. Send a completed application along with proposed collateral to Duke Energy for approval. If the application requires changes, any marketing materials must be resubmitted for final approval.
2. After receiving approval, proceed with your marketing plan and pay your invoices.
3. Submit a Co-Marketing Reimbursement form. Include a copy of the approved application and a paid invoice within 60 days of production.
4. All requests must be received by **Dec. 1** of the existing calendar year.

- Only third-party printing, postage and design costs are eligible for reimbursement and must be documented.
- Any third-party costs for mailing list rentals or list purchases are not eligible for reimbursement.
- There is a maximum funding limit of \$2,000. Funding will be distributed on a first-come, first-served basis.
- Websites are not eligible for reimbursement.

Eligibility Requirements for Trade Allies

- Vendors shall not misrepresent the nature of their role in the program. In particular, vendors shall not state or imply to customers, or any persons, that the vendor is employed by Duke Energy or working on its behalf.
- Vendors may not represent to customers that Duke Energy endorses their specific products or services. Duke Energy does not endorse specific products, services or companies – only energy-efficient technologies.
- Energy Efficiency for Business (EEB) program offerings may be modified or terminated without prior notice. Check Duke Energy's website for current program status.

I have read and understand the EEB program requirements for vendor participation, and I agree to comply with all requirements set forth therein. By signing this agreement, I agree to provide my customers with information and documentation that is true and accurate to the best of my knowledge. Further, I understand that I am responsible for making sure everyone working for me understands the requirements prior to soliciting customer participation.

Company name

Contact name (print)

Title

Signature

Date

EEB Trade Ally Co-Marketing Application

Keep a copy of this application and your marketing material(s) submission for your records.

Company name

Mailing address

City State ZIP

Phone Fax

Primary email address Secondary email address

Contact name (print) Title



Marketing Questionnaire

Office use only: [] Approved [] Denied [] Returned with changes

- 1. What type of advertising are you planning? [] Collateral (brochure, flyer, etc.) [] Customer-facing event (seminar, learning luncheon, etc.) [] Print ad [] Other (explain)
2. Who is your target audience?
3. Where is your audience primarily located (geographical area)?
4. If this is an in-person event, what is the estimated attendance?
5. If this is an in-person event, where will the event be held?
6. What is the estimated date for your advertising or event?
7. What is your estimated cost?
8. If it is a print ad, which publication(s) will publish it?

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