

Energy Efficiency for Business

EEB Trade Ally Co-Marketing Program

We are offering a unique promotional partnership to our Trade Allies to help you spread the word about the benefits of using energy-efficient equipment.

As part of this program, Duke Energy will co-fund your marketing or advertising to help reduce the cost of promoting qualified energy-efficient technologies and our Energy Efficiency for Business program to your customers.

As a participating EEB Trade Ally, you are eligible to receive co-funding for 50 percent of the cost of approved marketing activities within the calendar year, with a limit of \$2,000. Eligible marketing activities include print advertising, direct mail campaigns, informative luncheons, brochures, stickers for placement on products or invoices and more.

[Download application](#)

Additional program details

- Only third-party printing, postage and design costs are eligible for reimbursement and must be documented.
- The annual Trade Ally co-marketing window is from Jan. 1 to Dec. 1 of each calendar year.
- Third-party costs for mailing list rentals or list purchases are not eligible for reimbursement.
- Website marketing is not eligible for reimbursement.
- **The Duke Energy logo must be used in all marketing activities to receive co-funding.** The logo is available at duke-energy.com/logorequest. Trade Allies must adhere to the marketing guidelines and eligibility requirements on the EEB Trade Ally Co-Marketing Application.

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.

Act now! Funding is limited and is offered on a first-come, first-served basis.

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Why is Duke Energy reimbursing Trade Allies for a portion of their marketing activities?

We want to help our Trade Allies spread the word about energy-efficient technologies and our EEB program.

What types of marketing activities qualify for funds?

Eligible marketing activities include direct marketing efforts such as direct mail campaigns, learning luncheons, print advertising, etc. Additionally, the costs of marketing collateral such as brochures or stickers for placement on products or invoices will be eligible for matching funds.

- 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.
- Websites are not eligible for reimbursement.

Can we take advantage of co-branding with Duke Energy in our marketing material?

We encourage Trade Allies to use co-branding opportunities to promote qualified energy-efficient technologies and our EEB program. The Duke Energy logo, which is currently available at duke-energy.com/logorequest, is required for use in all of these marketing efforts.

How do I apply for the matching funds?

Trade Allies must submit an application to receive matching funds. All planned marketing activities must adhere to the rules defined by Duke Energy.

How much can a Trade Ally be reimbursed?

Eligible Trade Allies can be reimbursed for 50 percent of their marketing costs, up to a maximum of \$2,000 per calendar year. Funding is limited and will be distributed on a first-come, first-served basis. When the allocated funds are depleted, no additional applications will be considered.

Can my marketing materials indicate that Duke Energy endorses my business?

Marketing materials cannot say or imply Duke Energy endorses, certifies or verifies your company, products or services. Likewise, marketing funds provided by Duke Energy do not indicate endorsement of any Trade Ally.