

Ameren Missouri Heating and Cooling Program

Co-Op Marketing Program Guide

The Ameren Missouri Heating and Cooling Program Co-Op Marketing program will provide active participating contractors with matching advertising funds to assist in the promotion of the HVAC equipment eligible for rebates through the Ameren Missouri Heating and Cooling program. Participating contractors will be able to reserve up to \$2,500 in matching funds for each of the two funding periods. These matching funds are intended to cover up to 50% of the cost of placing co-branded advertisements that promote the participating contractor and the Ameren Missouri Heating and Cooling program.

The amount eligible for reimbursement will depend on type of marketing. 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 **\$2,500 each funding period** when participating contractors run qualifying television or radio advertising during the time frame.
- Receive up to **\$1,500 each funding period** when participating contractors run any other qualifying advertising during the time frame. This includes direct mail, digital ads, letters, paid social media and other forms of advertising.

All advertising funded through the Co-Op Marketing program must take place between February 1 and August 31, 2021. Co-op funding will be awarded on a first-come, first-served basis.

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

How It Works

On February 1, 2021 Ameren Missouri will release \$40,000 in co-op marketing funding to participating contractors – \$20,000 for each of the two funding periods. During the reservation period, we will follow the steps below to distribute funds. Any participating contractor who does not complete the requirements to use co-op funds will forfeit those funds, which will be released back to the pool and distributed to the next contractor in line to receive funds. Applications will be accepted via a link on the Online Intake Tool (OIT) login page to ensure a proper distribution of funds by order of receipt of the request.

The intent is to ensure that participating contractors have an opportunity to reserve and use funds throughout the cooling season. Unused or forfeited funds will go back into the pool so that another contractor will be able to reserve and use those funds.

1. **Reserve:** To help you plan for the entire cooling season, reservations for both rounds of funds can be made at the same time. Beginning February 1, contractors may apply for both rounds of funds by completing the Co-Op Marketing Program Funds Reservation Request Form. The first round is for advertising that will run between February and May. The second round is for advertising that will run from June through August. Requests will be processed by the Heating and Cooling program team in the order in which they are received.
2. **Notification:** Upon receipt, Funds Reservation Request Forms will be reviewed by program staff, 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 participating contractor will be notified and placed into a queue for any additional funds that become available.

3. **Design and Approval:** Within three weeks of approval of the Funds Reservation Request Form for round one, participating contractors must initiate the media development and approval process as described below. For round two, participating contractors must initiate the media development and approval process within three weeks of the beginning of the funding period. Participating contractors will be notified one week prior to their respective deadlines; any contractor who does not meet this deadline will be notified that the reservation is canceled, and reserved funds will go back into the funding pool.
4. **Submit Claim and Documentation:** Notice of funds reservation and approval of co-branded materials do not guarantee that the participating contractors will receive the co-op marketing funds; contractors must submit a Co-Op Marketing Program Claims Form and supporting documentation within 30 days of the end of the funding period to receive their co-op reimbursement, as described below.
5. **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 three 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 print ads, radio scripts and video art cards. As an added value service for co-op participants, the program team will work with participating 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.
2. **Branded Blocks:** Heating and Cooling program branded blocks, available in print (high-res) and screen (low-res) JPG formats, are available for all participating contractors to use. These blocks may not be altered in any way without program approval. Using the branded blocks when developing co-branded ads will expedite review and approval time.
3. **Contractor Design:** If a participating contractor prefers to design its own co-branded marketing pieces, it will need to follow the co-branding 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 scripts should be submitted for approval prior to producing spots.

Additional Notes

- Submission of documentation via the program email address may result in a delay in review, processing or approval.
- Participating contractors must submit advertisement designs to the program for review via the OIT website. We cannot accept submissions via fax for advertisement review. Final approval must be received from the program prior to any advertisement being placed.
- All ads must reference current approved rebate amounts. Please ensure you are referencing the most current rebate chart when developing advertisements.
- All ads must feature and promote the Heating and Cooling program to be eligible for co-op funding. It must be clear upon viewing/listening to the advertisement that the participating contractor is offering rebates on products covered by the Ameren Missouri Heating and Cooling program – including only an Ameren Missouri logo is not sufficient to receive co-op funds. Using approved templates and branded blocks is an easy way to ensure this requirement is met.

- Ameren Missouri 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 Ameren Missouri Heating and Cooling program must meet Ameren Missouri guidelines. Ameren Missouri reserves the right to withhold co-op funds until any existing guideline violations are resolved.
- Co-op funds are only available for equipment marketing. Tune-up-related marketing is not eligible.

Reimbursement Guidelines and Process

A Co-Op Marketing Program Claims Form and supporting documentation must be received by the program no later than 30 days after the advertisement began running. 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 the [OIT](#). You may also mail the supporting documentation noted above to:

Ameren Missouri Heating and Cooling Program
10 South Broadway, Suite 570
St. Louis, MO 63102

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 OIT website.