



focus on energy[®]

Partnering with Wisconsin utilities

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Trade Ally Co-Branding Ad Offering

Trade Allies who wish to co-brand an advertisement with Focus on Energy can now take advantage of a special offering. Focus on Energy will reimburse registered Trade Allies 50%, up to \$500, of an ad or marketing materials in the market by December 31, 2021. The funds available will be on a first-come first-serve basis. To receive reimbursement invoices must be sent to Focus on Energy within 90 days of design approval.

STEP ONE

Fill out the [Reservation Form](#), or send the following information to tradeally@focusonenergy.com:

- Company Name and Contact Information
- Ad/Marketing Tactic
- Advertiser/Vendor Name
- Run Date
- Total Estimated Cost
- Requested Amount
- Mock-up of Proposed Ad/Marketing Tactic

STEP TWO

Once your request has been received we will reach out to let you know if funds are still available and either approve your ad design or let you know what needs to be updated before we will provide final approval. You MUST have all collateral approved by Focus on Energy in order to be eligible for reimbursement.

STEP THREE

Once approval has been given you are free to place your ad. To receive reimbursement for your ad we'll need the following documents:

- Copy of the original invoice for the ad
- Separate invoice to Focus on Energy for the approved dollar amount (50% of the ad cost not to exceed \$500)
- W-9

If you have any other questions or comments, please feel free to email or call us at 608.230.7034.