



MINNESOTA POWER HVAC PROGRAM 2020 COOPERATIVE ADVERTISING REIMBURSEMENT FORM

PROGRAM YEAR: JANUARY 2020 – DECEMBER 2020

REIMBURSEMENT REQUEST FORM

Submit ad for pre-approval. Ads WITHOUT prior approval WILL NOT be reimbursed.

- Fax to 608.646.7682 or email: coopads@slipstreaminc.org.
- Ads must follow guidelines on the back of this form.
- If the same ad is run in multiple publications, it does not need to be approved for each publication.
- Reimbursement amount will be based on the percentage of ad space devoted to qualified HVAC products.
Total amount received from sponsor(s) and all other manufacturer sources combined cannot exceed 100 percent.
- **Minnesota Power will pay up to 75 percent of the cost of advertising dedicated to qualified HVAC products, up to a total of \$1000. Advertising dollars are available on a first come, first served basis and are limited.**

Submit request for reimbursement.

1. Fill out this reimbursement form. Please keep a copy for your records.
2. Attach the following information to your completed form:
 - a. Copy of the finished, approved marketing piece(s) that was produced.
 - b. Copy of the statement or invoice from the media source.
3. Mail or email the completed form and required information (as stated above) to:
Mail: Minnesota Power Coop Advertising, 431 Charmany Drive, Madison, WI 53719 **email:** coopads@slipstreaminc.org

All requests must be received by December 13, 2020, in order to receive reimbursement in the current program year.

CONTRACTOR INFORMATION

BUSINESS NAME	CONTACT NAME		
PHONE NUMBER	EMAIL ADDRESS		
MAILING ADDRESS	CITY	STATE	ZIP CODE
FEDERAL TAX ID NUMBER*	BUSINESS TYPE* <input type="checkbox"/> CORPORATION <input type="checkbox"/> SOLE PROPRIETOR/INDIVIDUAL <input type="checkbox"/> PARTNERSHIP <input type="checkbox"/> LLC		

*REQUIRED FOR TAX PURPOSES

ADVERTISING INFORMATION

INVOICE DATE	PUBLICATION/STATION/PRINTER	AD COST	% TO REIMBURSE	AMOUNT REQUESTED
TOTAL:			TOTAL:	



MINNESOTA POWER HVAC PROGRAM 2020 COOPERATIVE ADVERTISING

Minnesota Power is offering cooperative advertising support to help you promote qualified HVAC products. Follow the advertising guidelines and set your company apart from the competition. Eligible media includes, but is not limited to: ad circulars, newspaper, radio, direct mail, and TV.

The reimbursement amount is based on the percentage of ad space devoted to qualified HVAC products included on the Minnesota Power rebate application. The total amount received from Minnesota Power and all other manufacturer sources combined cannot exceed 100 percent.

Guidelines:

- **Advertising must be submitted for pre-approval.** Advertising submitted for reimbursement without prior approval from the Marketing Department will not be reimbursed. **Allow three (3) working days for approval.** Please include an estimated cost of the ad.
- **Advertising must run January 1 – November 30, 2020.** Ads that are run in December 2020 may be eligible for reimbursement in the following year.
- **Advertising must include:**
 1. The **Minnesota Power logo** in all print and television advertising, or the words **“sponsored by Minnesota Power”** in radio advertising.
 2. Only HVAC technologies that are rebated by Minnesota Power. For a list of these products, visit: www.mnpower.com/rebates.

To obtain logos, please contact the Marketing Department at 608.729.6898 or via email at coopads@slipstreaminc.org.

- Funds are available on a first come, first served basis and are limited. Minnesota Power reserves the right to end or modify this program. Once funds are committed, they will not be recalled.
- Media that qualify for the cooperative advertising program must be based in a community that is served by Minnesota Power.

How long does it take to get my check?

- Checks are issued the following month after a request was submitted (e.g., a request for reimbursement that is received on November 4 will be processed on November 20, and the check will be issued during the middle of December). **NOTE: All requests must be received by December 13, 2020, in order to receive reimbursement.**
- Please allow 6-8 weeks to receive your check.

*Required for tax reporting purposes

Certification: The following certifications are required in order for this form to substitute for the IRS form W-9:

1. The number shown on this form is the correct taxpayer identification number.
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the IRS that I am subject to backup withholding as a result of a failure to report all interest or dividends or (c) the IRS has notified me that I am no longer subject to backup withholding.
3. I am a U.S. citizen (includes a U.S. resident alien).

For assistance, please contact the Marketing Department

Phone: **608.729.6898** • Fax: **608.646.7682** • Email: **coopads@slipstreaminc.org**