

2022 COOPERATIVE ADVERTISING REIMBURSEMENT FORM

PROGRAM YEAR: JANUARY 2022 – DECEMBER 2022



REIMBURSEMENT REQUEST FORM

Submit request for pre-approval:

- Complete the Contractor Information and Reimbursement Pre-Approval sections. Please keep a copy for your records.
- Attach a copy of the proposed marketing piece(s).
- Email the completed form and required attachments to: Minnesota Power HVAC Cooperative Advertising, mpowerrebates@franklinenergy.com
 - Official Minnesota Power logo should be requested through this contact as well.

Submit request for reimbursement:

- Fill out the Reimbursement Request section. Please keep a copy for your records.
- Attach the following information to your completed form:
 - Copy of the finished, approved marketing piece(s) that was produced.
 - Copy of the statement or invoice from the media source.
- Email the completed form and required information (as stated above) to: Minnesota Power HVAC Cooperative Advertising, mpowerrebates@franklinenergy.com

All requests must be received by **December 13, 2022**, 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

REIMBURSEMENT PRE-APPROVAL

TECHNOLOGY PROMOTED	AD TYPE (POSTCARD, RADIO, ETC)	PUBLICATION/STATION/PRINTER	ESTIMATED COST
OFFICE USE ONLY <input type="checkbox"/> Minnesota Power logo present in ad			
		ESTIMATED REIMBURSEMENT %	MINNESOTA POWER APPROVAL
		INITIAL APPROVAL	

REIMBURSEMENT REQUEST

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

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%.

Minnesota Power will pay up to 75% of the cost of advertising dedicated to qualified HVAC products, up to a total of \$1,000 per year. Advertising dollars are limited and available on a first come, first served basis.

GUIDELINES

1. 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.
Advertising must include:
 - The Minnesota Power logo in all print and television advertising, or the words “rebates available through Minnesota Power” in radio advertising. Directions about how to get pre-approval are on the opposite side of this form.
 - Only HVAC technologies that are rebated by Minnesota Power. For a list of these products, visit: www.mnpower.com/rebates.
2. Media that qualify for the cooperative advertising program must be based in a community that is served by Minnesota Power.
3. 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.
4. If the same ad is run in multiple publications, it does not need to be approved for each publication.

HOW LONG DOES IT TAKE TO GET MY CHECK?

All requests must be received by December 13, 2022, in order to receive reimbursement. After final approval, please allow 6-8 weeks to receive your check.

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:
 - I am exempt from backup withholding, or
 - 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
 - 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:

Phone: 855-669-8196

Email: mnpowerrebates@franklinenergy.com