

The energy / Partnership



TRADE ALLY AGREEMENT

NATIONAL FUEL GAS
Corporate Communications Department
Co-Op Advertising
6363 Main Street
Williamsville, NY 14221
coopadvertising@natfuel.com

Energy Partnership Representative:

This letter represents an agreement between _____ and National Fuel Gas Distribution Corporation ("National Fuel" or the "Company") by which your company, as a trade ally carrying a minimum of **\$500,000 liability insurance**, becomes an authorized member of The Energy Partnership Program. The Energy Partnership is a not-for-profit, unincorporated organization of gas equipment trade allies interested in participating in marketing programs and promotions with National Fuel to enhance the sale of natural gas equipment within the National Fuel service territory.

(Company Name)

By executing this letter and delivering it to National Fuel, the Trade Ally will be entitled to the following:

1. To represent it is a member in good standing of The Energy Partnership Program.
2. To display point of sale material, when and where appropriate.
3. To participate in other marketing efforts and initiatives the Company may make available in the future.

In exchange for the rights expressed above, the Trade Ally hereby agrees to the following:

1. To indemnify, defend and hold harmless National Fuel against any and all direct or indirect loss, damage, liability, expense or cause of action including, without limitation, any attorney's fees or costs relating thereto, arising from or in connection with the Trade Ally's operations, and any damage or injury caused by or arising from any negligence, omission or default of the officers, agents or employees of the Trade Ally business or any subcontractor of the Trade Ally. For the purpose of this provision, National Fuel means National Fuel Gas Company and all of its direct and indirect subsidiaries.
2. The Trade Ally agrees to conduct its business in a reasonable and ethical fashion following generally accepted practices in the industry.

The parties understand and agree that this letter shall not constitute a joint venture, partnership or other business relationship in which either party shall have the right to contract or act as agent for the party. The terms of this agreement shall be month to month, with either party having the right to terminate upon the giving the other party thirty (30) days written notice. In the event that the relationship and agreement is terminated, the Company shall remove the Trade Ally's name from the list of members. In the event of termination of this agreement, the Trade Ally agrees to immediately remove all advertising and point of sale material relating to the Energy Partnership and return material to National Fuel. This will be accomplished with all deliberate speed. Additionally, the Trade Ally agrees not to characterize itself in any way as a member of the organization.

Business Name (Please Print)

Contact Email Address

Address (Please Print)

City

State

Zip

Owner/Manager (Please Print)

Title

Phone Number

Fax Number

Signature

Date



Program Year 2023 Co-Op Advertising



Cooperative Advertising Proposal Form

Instructions:

1. Be sure to review the Co-Op Guidelines as there have been changes made to the 2023 program year.
2. Submit your proposal **10** days prior to the start date. We will not accept proposals for ads run in the past.
3. Fill out a separate form for each media type. **Fill out this form completely.**
4. Include a proposed advertisement for review. We will not approve proposals without an accompanied ad.
5. Submit your proposal by mail to: National Fuel Gas, Corporate Communications Department, Cooperative Advertising Program, 6363 Main Street, Williamsville, NY 14221 or email coopadvertising@natfuel.com.
6. A claim form with an assigned proposal number will be emailed to you after proposal submission and approval. If you do not receive an approval email with a claim form and assigned proposal number, do not assume your proposal has been approved. Please follow up with the Co-Op Department immediately.

GENERAL INFORMATION – Fill out completely

Business Name:		
Street:		
City:	State:	Zip:
Contact Name:		Email:
Phone No.: ()	Fax No.: ()	

MEDIA INFORMATION – Fill out completely

Media Name:	Media ID No.:	
Street:		
City:	State:	Zip:
Contact Name:		Email:
Phone No.: ()	Fax No.: ()	

OTHER INFORMATION – Select ONE option from each column

Type of Business	Type of Product	Type of Advertising	Type of Media
<input type="checkbox"/> Dealer	<input type="checkbox"/> (H) Space Heating	<input type="checkbox"/> (1) NY General	<input type="checkbox"/> (1) Radio
<input type="checkbox"/> Distributor	<input type="checkbox"/> (W) Water Heating	<input type="checkbox"/> (2) PA General	<input type="checkbox"/> (2) Newspaper/Pennysaver
<input type="checkbox"/> Contractor	<input type="checkbox"/> (C) Cooking	<input type="checkbox"/> (4) NY Energy Efficiency Program	<input type="checkbox"/> (3) Television
<input type="checkbox"/> Manufacturer	<input type="checkbox"/> (D) Clothes Drying	<input type="checkbox"/> (8) NY Gas Conversion Program	<input type="checkbox"/> (4) Direct Mail
<input type="checkbox"/> Builder	<input type="checkbox"/> (F) Fireplace		<input type="checkbox"/> (5) Billboard
<input type="checkbox"/> Association	<input type="checkbox"/> (O) Other _____		<input type="checkbox"/> (6) Booth/Trade Show
			<input type="checkbox"/> (7) Brochure
			<input type="checkbox"/> (8) Magazine
			<input type="checkbox"/> (9) Other _____

	START DATE	END DATE	SIZE/LENGTH	NUMBER OF ADS	AD COST	CO-OP COST
1						
2						
3						
4						
5						
6						

TOTAL AD COST
TOTAL CO-OP COST

OFFICE USE ONLY

National Fuel Cost \$:	Date Received:
National Fuel Co-op Percentage:	Entered By:
Approved By:	Proposal Number:

**National Fuel Gas
Cooperative Advertising
Reimbursement Program
Pennsylvania Guidelines**



Program Year 2023
October 1, 2022 – September 30, 2023

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COOPERATIVE ADVERTISING



INTRODUCTION

The Energy Partnership Program provides limited cooperative advertising dollars to assist gas appliance dealers, contractors and builders (our Trade Allies) in the sale of natural gas equipment and services. The program is applicable to most media selections as well as home shows and trade shows. The purpose is to develop sales strategies that address the key buying concerns of consumers and to encourage trade ally promotions effectively sell high efficiency natural gas products and services. The program also allows for substantial flexibility and individuality to maintain individual business recognition.

Co-op Advertising: General Information

- Energy Partnership members are eligible to receive 30% reimbursement through the cooperative advertising program for **approved ads**, up to a **maximum of \$10,000 per year**. **All ads must be pre-approved by the Corporate Communications Department at National Fuel. Please allow 48 – 72 hours for a response.**
- Trade/Home Show Booth Co-Op funding is available at a rate of 30% of booth cost. The booth must prominently display natural gas equipment and product information/material. If promotional material is desired, please contact National Fuel to arrange delivery.
- Media selections must reach primarily in National Fuel's service territory and are subject to National Fuel's approval.
- All advertising must be accurate, in accordance with the Truth-In-Lending Act.
- All advertising must use the mandatory advertising theme phrase (*Natural Gas: Realistic costs. Reliable performance.*) and **TWO** product feature idea starters. Specific details and examples are listed on the following pages. All advertising must provide a minimum of 40% natural gas messaging and imaging. **Any advertising featuring alternate energy sources will be denied. Please do not use the National Fuel logo in any advertisements.**
- All advertising campaigns must include the submission of a Co-Op Proposal form for Program Year 2023 along with a copy of the proposed ad for pre-approval a minimum of **10** business days prior to the start date. All advertisements requiring production (i.e. Radio/TV) should submit proposals prior to recording. **National Fuel will not approve proposals for ads submitted that have already run. NO EXCEPTIONS.**
- **All Co-Op claims MUST be preceded by a co-op proposal OR THE CLAIM WILL AUTOMATICALLY BE DECLINED.** The claim must be submitted on the form provided by National Fuel referencing the specific proposal number. If you do not receive an approval email or a claim number prior to the start date on your proposal, contact us immediately.
- Funding is subject to budget limitations of the program and will be available on a first-come, first-served basis. National Fuel may elect to suspend funding for a portion or all of the remaining year if funding is exhausted. Trade Allies will be notified if funds are exhausted.

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Natural Gas Products Eligible for Co-op Advertising Support

- Space Heating (Furnace, Boiler)
- Water Heating (Tank, Tankless)
- Gas Ranges/Cooktops/Ovens
- Fireplaces/Log Inserts
- Natural Gas Generators
- Pool/Spa Heaters
- Patio Heaters
- Gas Dryers
- Outdoor Grills/Fire Pits

Media Allowed

- Newspaper/Magazine/Pennysaver
- Radio
- Billboard (**Must display picture of natural gas product and mandatory theme phrase**)
- Direct Mail Literature
- Cable Television (**Mandatory voice over of tagline and 1 idea starter, second idea starter may be text**)
- Trade Show Booth (**Must display natural gas appliances & literature**)
- Brochure
- Internet/Digital/Streaming
- **NO YELLOW BOOK PAGES OR PHONE BOOK ADS ALLOWED**
- Other types of media will be reviewed upon submission

ADVERTISING CONTENT

To assist you in developing advertising that features natural gas products, the following lists the mandatory theme phrase and some suggested idea starters for your natural gas messages. The copy focus provides insight as to the general gas message your advertising should contain for each product category. All ads submitted for approval must include natural gas messaging covering a minimum of **40%** of the ad content.

- **NEW TAGLINE** Mandatory theme phrase: **“Natural Gas: Realistic costs. Reliable performance.”**
- A minimum of **2 idea starters** are required for each product category unless stated above.

NEW IDEA STARTERS FOR CONSIDERATION

- Hot water when you want it.
- Heat your home dependably and affordably.
- Stay cool, comfortable, and cost-effective.
- Saving you time, money, and energy.
- Low cost. High efficiency.
- Cheaper heat. Faster comfort.
- Control more for less.
- Upgrade your everyday.
- Connect to comfort and convenience.

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Space Heating

Idea Starters:

Natural gas heating is clean, dependable, and cost efficient.

Lower your heating bill without touching your thermostat with high efficiency natural gas equipment.

Natural gas heating offers quiet comfort and low operating costs.

Natural gas furnaces are highly durable and last longer than other types of heating systems.

Upgrade to the quiet comfort and low operating cost of natural gas heating, your best energy value.

Grills

Idea Starters:

Keep your kitchen cool with the convenience of a natural gas grill.

Enjoy the savings of natural gas outdoor cooking.

Natural gas grills - portability without the bottle.

Water Heating

Idea Starters:

Get all the hot water you need fast and economically with natural gas.

Natural gas gives you more hot water for less.

With a tankless system, you heat the water as you need it.

Cooking

Idea Starters:

Home chefs enjoy the easy temperature control of natural gas.

Enjoy inexpensive, easy cooking.

Enjoy the ease of control gas ranges offer.

Nothing beats the quality, convenience, and efficiency of cooking with natural gas.

Dryers

Idea Starters:

High performance, energy efficient gas dryers.

Enjoy the affordability and reliability of a gas dryer.

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Pool/Spa Heaters

Idea Starters: Warm when you need it warm.

Natural gas pool and spa heaters cost less to operate.

Faster heating, energy efficient and cheaper to operate

Extend the pool season into the spring and fall months with a Natural Gas pool heater.

Fireplaces

Idea Starters: Natural gas fireplaces offer beauty and convenience

Enjoy convenient, instant heat with a natural gas fireplace.

Choosing gas means no wood to chop or store and easy clean up

For comfort, style and convenience choose Natural Gas, your best energy value.

Generators

Idea Starters: Protect your home from power outages 24/7 with a back-up generator fueled by clean, dependable natural gas.

A back-up generator runs on your home's natural gas supply, making it convenient and economical.

A natural gas back-up generator can keep you safe and comfortable when the power goes out.

A natural gas back-up generator provides performance you can rely on.

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PROPOSAL APPROVAL PROCESS

- Complete all pertinent information on the Energy Partnership Cooperative Advertising Proposal Form for Program Year 2023.
- Attach an example of the advertisement you will be running. If you are advertising multiple ads, each ad needs to be included in the proposal for approval.
- Submit advertising proposals **10** business days prior to running your ad.

Email: coopadvertising@natfuel.com

Mail: **NATIONAL FUEL GAS**
Corporate Communications Department
Cooperative Advertising
6363 Main Street
Williamsville, NY 14221

Fax: **716-857-7439**
Attention: Corporate Communications Department
Cooperative Advertising

- For additional information and assistance in preparing your Cooperative Advertising Proposal, contact your National Fuel representative at: **(716) 857-7625**
- Proposal should be submitted for ads running during the current quarter. Proposals submitted too far in advanced will not be reviewed in a timely manner.
- All proposal approvals are accepted on a first-come, first-served basis and are subject to availability of advertising funds
- Provide an email address on the proposal form for receipt of confirmation and proposal number. You will need the proposal number to submit the claim.
- **Advertising may only run after receipt of the proposal approval.** This means that a proposal submitted after an ad has already run will be denied.
- Each proposal must have a Claim Form submitted within a minimum of 30 days after the accepted end date of the advertising. **If not, National Fuel reserves the right to cancel the previously approved proposal.**
- We reserve the right to decline any proposed advertisement. If, for any reason, your proposal is rejected, we will contact you to inform you of the denial and why.

SUBMISSION AND PAYMENT OF CO-OP CLAIMS

- The advertiser will prepare, place and pay for the complete advertisement. Any payments by National Fuel will be made directly to the Trade Ally (not the ad agency or media outlet).
- All Cooperative Advertising Claims must be submitted for processing within 30 days of the end date on the proposal form. **All claims must be submitted prior to September 30, 2023, to ensure reimbursement! National Fuel will notify all Trade Allies if this date changes to accommodate fiscal year end.**

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- The claim must be submitted on the claim form provided by National Fuel. This claim form will reference the proposal number corresponding to it.
- Fill out one claim form per advertisement. Each claim and supporting invoices/documents can be emailed to coopadvertising@natfuel.com. **DO NOT** send multiple claim forms in one email, please send separately
- The advertiser must submit a **FULLY completed** Cooperative Advertising Claim Form accompanied by the following documentation to receive reimbursement:

Newspaper

- Full page tear sheet for each ad.
- A copy of the media invoice outlining the billing rate, date(s), total column inches and the total cost of advertising.
- National Fuel Claim Form.

- Copy of display company invoice.
- National Fuel Claim Form.

Trade/Home Show Co-op

- Copy of Display Contract.
- **Photograph of display.**

Radio, Television and Cable Television

- Notarized scripts(s)
- A copy of the station invoice.
- A notarized affidavit of performance stating the exact dates and times of broadcast for each spot placed.
- National Fuel Claim Form.

- Copy of paid invoice.
- National Fuel Claim Form.

Direct Mail

- Actual copy of direct mail piece.
- Support documentation for invoice.
- National Fuel Claim Form.

Outdoor Display, Billboard, Site Signs, Model Home Brochures

- **Photograph** of the actual billboard or site sign or copy of the brochure.

- If the claim form is not filled out in its entirety, it may be sent back to you in order to fill out the form completely. All sections highlighted in pink must be filled out in order to review and process for reimbursement. Please do not revise any of the pre-populated fields on the form.
- If, for any reason, your advertising claim is rejected, National Fuel will contact you to inform you that your claim has been denied and explain the reason(s) why. If the originally approved amount changes for any reason, National Fuel will contact you to advise.
- Send all Cooperative Advertising Claims and supporting documentation to:

**NATIONAL FUEL GAS
Corporate Communications Department
Cooperative Advertising
6363 Main Street
Williamsville, NY 14221**

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ENERGY PARTNERSHIP PROGRAM REQUIREMENTS

The Energy Partnership provides a wealth of marketing opportunities and exposure for your business. In order to take advantage of this, you must abide by the program requirements. As an Energy Partnership member, you must:

- Be in good standing with the Better Business Bureau.
- Carry appropriate licenses.
- Utilize all appropriate point of purchase material, if available.
- Participate in the promotion of the natural gas product line that relates to your business.
- Carry a minimum of \$500,000 General Liability Insurance.
- Provide fair and ample floor space for the display of natural gas equipment, if applicable to your type of business.
- Agree to honorable and ethical business practices.
- Sign and return the Energy Partnership Trade Ally Agreement and the Energy Partnership Survey.

In order to protect the integrity of the Energy Partnership Program, National Fuel reserves the right to remove any participant from the program for violation or breach of any of these requirements.