

# Basin Electric Power Cooperative

## *2021 Matching Advertising Program*

(This program does not apply to Touchstone Energy advertising efforts)

The **2021 Matching Advertising Fund** is available to assist Basin Electric distribution member cooperatives with their advertising and communications efforts that promote the benefits of electricity and/or promote energy efficiency and conservation to their member-owners and general public.

Basin Electric will reimburse/match 50% match of the amount the distribution cooperative spent in 2021 on qualified advertising. The maximum match is \$2,000 for a cooperative spending \$4,000 or more.

### Criteria/qualifiers:

- **TV, print, radio, and digital advertising** -
    - Communicates and promotes the benefits of products that use electricity:
      - Examples: electric water heaters, grain drying, electric heat, etc.
    - Communicates and promotes energy efficiency and conservation:
      - Examples: ground source and air to air heat pumps, electric vehicles, renewable energy like solar panels, etc.
  - **Marketing and promotional materials** - banners, displays, brochures, etc. that promote electricity as the energy of choice and/or promotes energy efficiency/conservation.
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- **Reimbursement:** Complete the Matching Ads Program Request for Reimbursement form found on the members website. Requests must include sampling of qualifying ads and records of expenditures should accompany the request for reimbursement.
  - **Due date:** Requests for reimbursement can be made anytime during the 2021 calendar year, but must be submitted no later than March 31, 2022.
  - **E-mail or mail reimbursements requests and back-up information to:**  
Basin Electric Power Cooperative  
Matching Ad funds, Attn: Jeremy Woeste  
1717 East Interstate Avenue  
Bismarck, N.D. 58503-0564  
[jwoeste@bepc.com](mailto:jwoeste@bepc.com)  
800-242-2372 ext. 5746

(05-11-2021)