

Guidelines for Reimbursement of Touchstone Energy Expenses for the Cooperative Connections Program

If a member cooperative chooses to implement the Cooperative Connections Card Program for the first time, some program expenses can qualify for reimbursement under Basin Electric's Touchstone Energy Advertising Reimbursement Program.

Historically, Basin Electric has reimbursed 50% of the required advertising amount once the cooperative has shown the "required amount" has been met. The required advertising amount is defined as 2 times the amount of the individual co-op's Touchstone Energy annual investment. Beginning with 2011 expenses Basin Electric will also accept the printing costs of the Connections Card and key fobs as qualifying expenses.

Reimbursement levels for Cooperative Connections card expenses are tiered according to the cooperative's number of meters. See the accompanying table for details.

In addition, for cooperatives that take power from both Great River Energy and Basin Electric (per their power contracts), the pro-rata share of power that is purchased from Basin Electric is used to determine the amount of any Touchstone Energy advertising reimbursements.

Qualifying Expenses:

Basin Electric will reimburse member cooperatives for the initial printing of their Cooperative Connections cards and key fobs for their member consumers, up to the maximum levels indicated in the accompanying table. These expenses will be accepted for the initial start-up year but will not be reimbursed on an on-going basis.

Non-qualifying Expenses:

Expenses not accepted for Touchstone Energy advertising reimbursement include newsletter pages, window clings, cash register stickers, letters going out with the Connections cards, postage and stamped return envelopes for mailings to businesses, and other indirect expenses related to this program. Also not accepted for reimbursement are contracted services or in-house labor to set up or administer the Cooperative Connections Card Program.

See the accompanying table for specific examples of what qualifies and what does not.

Reimbursement levels

Number of meters	Maximum Cooperative Connections Card reimbursable expenses
1 – 4,999	\$2,100
5,000 – 9,999	\$5,300
10,000 – 14,999	\$10,700
15,000 – 19,999	\$16,000
20,000 – 49,999	\$22,000
50,000 – 99,999	\$27,500
100,000 or more	\$35,000

Examples of qualifying and non-qualifying expenses

Cooperative Connections Card Expense	Reimbursable by Basin Electric
Connections card printing / Key Fobs	Yes
Touchstone Energy one-time fee for program	No
Letter / Correspondence to administer program	No
Newsletter pages	No
Window clings	No
Cash register stickers	No
Postage and stamped return envelope for mailing to businesses	No
Any other Connections Card type expenses	No