

MARKETING GUIDELINES FOR TRADE ALLIES

The Rocky Mountain Power Wattsmart[®] Business Trade Ally Network provides our valued Wattsmart Business Trade Allies with the opportunity to promote the Wattsmart Business program at commercial and industrial Rocky Mountain Power customer sites. Trade allies are encouraged to promote the sale and installation of energy-efficient equipment to customers who wish to upgrade their building or equipment.

To help trade allies in the sales process, the network offers a variety of marketing support based on trade ally status in the network and participation in Wattsmart Business.

NETWORK STATUS

Standard Wattsmart Business Trade Ally: Approved for the network.

Pro Network Trade Ally: Previously known as “premium vendors” approved for the network, has earned the Pro Network Trade Ally designation.

Specialty Wattsmart Business Trade Ally: Approved for the network and additionally approved and listed to offer specialty programs such as midstream, Small Business Enhanced (SBE) manufacturers and HVAC Check-Ups.

The chart below itemizes the benefits of each trade ally network status.

MARKETING RESOURCES

	Standard Trade Ally	Pro Network Trade Ally	Specialty Trade Ally
Online training and EIQ resources (Wattsmart Learning Center)	X	X	X
Listed on the Find-a-Trade-Ally search tool	X	X	X
Access to Wattsmart Business program materials	X	X	X
Custom marketing requests*		X	X
Use of the Wattsmart Business Pro Network Trade Ally logo – see below for guidelines		X	X
Customized cobranded program brochures, as requested		X	X
Use of utility name in pre-approved program language – see below for guidelines		X	X

*Manufacturers: for custom marketing requests, please reach out via email to Wattsmart@evergreen.energy.

BRAND GUIDELINES

All trade allies are required to adhere to the following brand usage guidelines for any marketing materials. These guidelines have been developed to ensure that Rocky Mountain Power and associated brands are protected regarding the use of any marketing

efforts. Guidelines¹ for marketing Wattsmart Business include:

- **Rocky Mountain Power brand** – Trade allies shall not use Rocky Mountain Power's or PacifiCorp's corporate name, trademark, trade name, logo, identity or any affiliation for any reason (except as noted below), including soliciting customers, without Rocky Mountain Power's prior written consent. This shall apply, but not be limited to:
 - Seller proposal forms
 - Envelopes
 - Business cards
 - Vehicle panels
 - Telephone directories (including white pages, yellow pages and business and online directories)
 - Trade publications
 - Advertising (including newspaper, radio, television, billboards, online, etc.)
 - Door-to-door flyers
 - Clothing
 - Briefcases
 - Clipboard
 - Promotional items or materials (print or online) or mailings
 - Badge Identification— unless an authorized Pro Network Trade Ally.
- **Pro Network Trade Ally logo** – Only approved trade allies who are in good standing will be authorized to use the Pro Network Trade Ally logo (only available to Pro Network Trade Allies). Trade allies may obtain the logo through a written email request to: Wattsmart@evergreen.energy. Approval may take up to 10 business days to complete. Written approval is required prior to the use of the logo.



- **Pre-approved language** – Only approved trade allies who are in good standing may include the following pre-approved Wattsmart Business program copy (text only) in public promotional materials. Quotation marks are not required, and the text listed in brackets [] is optional, at the discretion of the individual Wattsmart Business Trade Ally):
 - "Take advantage of incentives from Rocky Mountain Power Wattsmart[®] Business when you install qualifying high-efficiency [lighting, HVAC, etc.] equipment."
 - "Incentives available from Rocky Mountain Power Wattsmart[®] Business for qualifying [lighting, HVAC, etc.] equipment."
 - "[Trade ally name], is a participating trade ally in Rocky Mountain Power Wattsmart[®] Business program."
 - "[Trade ally name], is a Rocky Mountain Power Wattsmart[®] Business [lighting, HVAC, etc.] trade ally."
 - "Take advantage of incentives from Rocky Mountain Power Wattsmart[®] Business when you install new [lighting, HVAC, etc.] equipment."

Website usage – If an approved trade ally uses the above pre-approved language or Wattsmart Business Trade Ally logo on their website, the page(s) that include the pre-approved language or logo must include a hyperlink to Wattsmart.com.

- **Other brand usage** – Any requests for brand usage other than the pre-approved Wattsmart Business Trade Ally logo or language is considered a custom marketing request. Custom marketing requests will only be considered for Pro Network and/or Specialty trade allies. Custom requests must be made using the [online request form](#). Please allow a minimum of 10 business days for review and to receive a written response.

For questions relating to marketing material guidelines, or for support in the development of marketing materials relating to Wattsmart Business, please contact us:

Email: Wattsmart@evergreen.energy

Phone: 385-300-0150