

# Co-op Advertising Program Trade Ally Network (TAN) Supplemental Terms and Conditions



## Background

FortisBC may provide funding to TAN Members, as a benefit supplemental to participation in the TAN Program, towards the cost of co-operative advertising delivering targeted messaging to the public that incorporates Renewable Natural Gas, appliance maintenance, or rebate-eligible high-efficiency products (the “**Co-op Advertising**”), in accordance with the TAN Program Terms and Conditions and as supplemented by these terms and conditions.

## Acknowledgment and declaration

Each TAN Member, by submitting the required deliverables for consideration of receiving Advertising Funding (as defined below), agrees to participate in the Co-op Advertising Program and be bound by the TAN Program Terms and Conditions and the following terms and conditions (the “**Supplemental Terms and Conditions**”):

1. **Interpretation.** In these Supplemental Terms and Conditions, unless otherwise defined herein, capitalized words and expressions have the same meanings as are assigned to them in the TAN Program Terms and Conditions.
2. **Eligibility and approval**
  - 2.1 **Eligibility.** Co-op Advertising must meet the following requirements:
    - a. be approved in writing by FortisBC prior to publication (see section 2.2 (Approval Process));
    - b. be publicized in any of the following British Columbia media channels (or any other marketing pieces approved by FortisBC on a case-by-case basis):
      - (i) print media (including newspapers, magazines, trade publications);
      - (ii) digital media, including social media or web advertising, but excluding Yellow Pages (and similar media), telephone directories, and business documents/stationery/apparel);
      - (iii) direct mail - postcards and flyers;
      - (iv) in-store displays and billboards (including banners, posters, point of sale displays, window/door/wall coverings);
      - (v) radio and/or television;
    - c. include the TAN Program Marks and comply with FortisBC’s requirements with respect to use of TAN Program Marks;
    - d. include FortisBC approved messaging around appliance maintenance, or promote rebate-eligible high-efficiency products; or for advertising scheduled to run at any time between January 1, 2025, and December 31, 2025, include messaging that highlights the benefits of gas appliances; and
    - e. demonstrate adequate performance metrics, as determined solely by FortisBC. Performance may be assessed based on reach, engagement, conversions, or other relevant key performance metrics (“KPIs”).
  - 2.2 **Approval Process.**
    - a. Prior to publication, the following information must be submitted to, and approved by, FortisBC, in its sole discretion (“the Advertising Materials”):
      - (i) proposed advertising media;
      - (ii) anticipated date(s)/date range for publication and/or distribution;
      - (iii) name of publication, radio/television station, and/or website URL, as applicable;
      - (iv) distribution location and/or regions reached through broadcast;
      - (v) print quantity (for direct mail, in-store displays/billboards);
      - (vi) cost estimate for materials, distribution and management fees (if applicable);
      - (vii) anticipated performance metrics (such as reach, engagement, conversions, or other relevant key performance metrics); and
      - (viii) such other information as requested by FortisBC to determine Co-op Advertising eligibility.
    - b. The Advertising Materials must be delivered to [tradeallynetwork@fortisbc.com](mailto:tradeallynetwork@fortisbc.com) at least three (3) business days prior to proposed distribution/publication.
    - c. Advertising Materials approved in writing by FortisBC may be valid for continued use at multiple times for the duration of the calendar year pursuant to the terms of FortisBC’s written approval without requiring re-approval by FortisBC for such further use, unless advised otherwise by FortisBC in writing. Any

changes to the Advertising Materials or any change in the media channel used for such Advertising Materials during the calendar year will require re-approval. All ads must be submitted for re-approval before they can be used in the new calendar year.

- d. FortisBC reserves the right to reject pre-approvals for advertisements that meet eligibility requirements in section 2.1, but
  - (i) that have been previously pre-approved but failed to demonstrate satisfactory performance metrics; or
  - (ii) are, at FortisBC’s sole discretion, unlikely to meet satisfactory performance metrics.

## 3. Reimbursement.

- 3.1 **Reimbursement Amount.** FortisBC may provide reimbursement in the amount of up to fifty (50%) of the actual pre-tax out of pocket costs paid for Co-op Advertising by the TAN Member (“**Advertising Funding**”) up to the maximum amount per TAN Member established by FortisBC annually. Funding available for Co-op Advertising is limited and will be dispersed to eligible TAN Members on a first-come, first served basis (dependent upon available funding at the time of application), based on the timing of receipt of all deliverables following completion of the Co-op Advertising.
- 3.2 **Request for Reimbursement.**
  - a. The following must be submitted electronically by the TAN Member to FortisBC (using [fortisbc.com/onlineforms](https://fortisbc.com/onlineforms)) to obtain Advertising Funding:
    - (i) reimbursement claim form;
    - (ii) copy of detailed invoice showing total media costs, including quantity printed, run/distribution date(s) or broadcast dates/times, along with proof of payment in full for e.g. redacted bank and credit card statements);
    - (iii) a copy of FortisBC’s pre-approval email;
    - (iv) for print media, full page tear sheet or digital copy of each advertisement placed;
    - (v) for radio/television media, (a) digital audio file of performance, and (b) the invoice must include the script of the ad that ran, as well as the dates it was aired, signed by the vendor; and
    - (vi) for web advertising, web page URL and screen capture of webpage with date, and keywords (if applicable).
  - b. The request for reimbursement and supporting deliverables must be submitted by the TAN Member to FortisBC. Submissions by a third party may be rejected by FortisBC.
- 3.3 **Reimbursement Deadline.** Requests for reimbursement must be submitted NO LATER THAN ninety (90) days after the invoice date.
- 3.4 **Payment of Funding.** Advertising Funding will be paid by cheque addressed to the TAN Member or EFT deposit, if the Applicant is registered with FortisBC’s accounts payable department. Advertising Funding cannot be assigned. FortisBC is under no obligation to re-issue a cheque which has been returned as undeliverable or to replace a stale-dated rebate cheque. TAN Member is responsible for any applicable tax on funding. Please allow six to eight weeks to receive the reimbursement payment.
4. **Rejection of requests.** FortisBC reserves the right, in its sole discretion, to reject requests for reimbursement which are incomplete, inaccurate, illegible or late, or do not meet all requirements, or which include an invoice not containing required details or which do not otherwise comply with these Supplemental Terms and Conditions. FortisBC reserves the right to deny reimbursement for advertisements that do not meet expected performance standards or KPIs.
5. FortisBC is not responsible for late submissions. Documents and invoices submitted electronically are at the TAN Member’s sole risk.
6. **TAN Program Terms and Conditions.** These Supplemental Terms and Conditions relate to specific rights and obligations applicable to the Co-op Advertising Program and are supplemental to, and must be read in conjunction with, the TAN Program Terms and Conditions. These Supplemental Terms and Conditions, together with the TAN Program Terms and Conditions apply and are in full force and effect with respect to, and during, the TAN Member’s participation in the Co-op Advertising Program.
7. **Eligibility.** In no way limiting section 5 (TAN Program Terms and Conditions), the TAN Member must continue to meet the eligibility criteria of the TAN Program to receive the Advertising Funding.

For more information, contact:  
Phone: **1-866-884-8833 (Option 3)**  
Email: [tradeallynetwork@fortisbc.com](mailto:tradeallynetwork@fortisbc.com)