

**Bright Energy Solutions® (BES)**

**Advertising & Event Cost-Share Program**

**Promote BES and get reimbursed *for 50 percent* of eligible expenses\***

**Print or Online Advertising:** Content of ad must promote the BES program and include: **1)** **BES logo; and, 2) BES web address** *or* **utility web address**. **All elements of logo and web address must be readable.**

**Events (home shows, expos, etc.):** Reimbursement covers basic participation fee provided BES program is promoted. BES Displays are available to borrow, so please schedule with BES field rep early.

**Newsletters:** Reimbursement will be prorated based on portion of newsletter dedicated to BES. (Example: If BES article uses 20% of the newsletter, BES will reimburse 10% of newsletter cost.)

**Promotional or Giveaway Items:**

* Items must provide *lasting* BES exposure to your customers*.* (Example: mugs, refrigerator clips, bags, pens, etc.) ***Items that are edible or single-use are not eligible.***
* Promo item must be imprinted with the **BES logo.** When space allows, include **BES web address** *or* **utility web address**. Artwork must be readable, and final vendor proof approved by MRES.

**Examples of advertising expenses eligible for cost-share**

* + Newspaper display ads
  + Radio ads
  + Bill stuffers
  + Coffee mugs
  + Facebook, Google ads, etc.
  + Home show booth fees
  + Posters
  + Postcards and letters
  + Movie theatre previews
  + TV ad production costs

**It’s Easy:**

* Member pays advertising expense.
* Submit copies of actual *invoices* (no statements or billing system summaries, please) to Shannon Murfield at MRES for reimbursement. **Invoices must be accompanied by copies or photos of advertisements, and/or radio scripts indicating what was promoted**.
* MRES will reimburse **50 percent** of eligible advertising costs up to this annual limit:

|  |  |
| --- | --- |
| Total Electric Meters | Max. Annual Reimbursement |
| > 4,000 | $4,000 |
| 1,500 – 4,000 | $3,000 |
| < 1,500 | $1,500 |

\*Annual reimbursement limit based on total electric meters.