

SOLAR BUSINESS DEVELOPMENT FUND

PRE-APPROVAL APPLICATION

If approved, Energy Trust of Oregon's Business Development Fund reimburses trade allies for a portion of their training and marketing investment in promoting their businesses. Allies may use these funds for approved marketing pieces and training described in the Business Development Fund Guidelines found at www.energytrust.org/businessdevelopment.

Trade ally company name: _____ Date: _____

Contact: _____ Phone: _____ Email: _____

Cooperative Marketing

Send a draft of your piece for pre-approval with this completed form (contact information below). Please allow a minimum of two weeks for marketing review. Projects requiring revisions must be edited and resubmitted for final approval. Pre-approval is required for reimbursement.

Type of marketing piece (select one):

- | | | |
|--|--|--------------------------------------|
| <input type="checkbox"/> Print ad | <input type="checkbox"/> Yard sign | <input type="checkbox"/> Brochure |
| <input type="checkbox"/> Radio ad | <input type="checkbox"/> Window sticker | <input type="checkbox"/> Direct mail |
| <input type="checkbox"/> Television ad (five-day review) | <input type="checkbox"/> Event space and display | <input type="checkbox"/> Apparel |
| <input type="checkbox"/> Online ad | <input type="checkbox"/> Website (URL _____) | |

Description: _____

Estimated cost: \$ _____ Date(s) in the market: _____

Training or Certification

Send a description of your training or industry certification for pre-approval with this completed form (contact information below). Please allow 10 business days for application review. **Pre-approval is required.**

Title: _____

Date: _____ Cost: \$ _____ Number of staff attending: _____

AGREE TO TERMS

I would like to participate in Energy Trust's business development fund. I have read, understand and agree to the terms and conditions of participation listed in the Business Development Fund Guidelines, including but not limited to the requirements that my marketing materials must adhere to the logo and messaging guidelines. I further understand and agree that, unless my application has received Energy Trust's specific pre-approval, I do not have permission to use such logo and the material shall not be eligible for any Energy Trust business development funding.

Signature: _____

SEND COMPLETED FORMS TO:

Energy Trust
421 SW Oak St., Suite 300, Portland, Oregon 97204
solarfund@energytrust.org, 866.251.2524 direct 503.200.1207 fax