

SAVEGREEN® by New Jersey Natural Gas

Co-op Marketing Program Guidelines



January 1, 2025 – June 30, 2027



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INTRODUCTION

New Jersey Natural Gas (“NJNG”) is pleased to offer Participating Contractors in NJNG’s SAVEGREEN energy-efficiency program the opportunity to benefit from our Co-op Marketing Program. The Program offers Participating Contractors financial incentives for promoting NJNG’s SAVEGREEN energy-efficiency program incentives. A “Participating Contractor” is a residential or commercial contractor that has been approved by NJNG to participate in its On-Bill Repayment Program (“OBRP”) for one of the following SAVEGREEN residential or commercial programs:

Residential Programs

- Whole Home Energy Solutions
- HVAC and Water Heating
- Building Decarbonization: Hybrid Heat

Commercial Programs:

- Direct Install
- Prescriptive and Custom
- Energy Management or Engineered Solutions

The SAVEGREEN name, trademark and logo are the property of New Jersey Resources (“NJR”) and all rights are reserved by NJR. These Co-op Marketing Program Guidelines (“Guidelines”) govern your usage of the SAVEGREEN name, trademark, logo, and any other intellectual property owned and provided by NJR to you (“NJR Property”).

PROGRAM SUMMARY

The Co-op Marketing Program provides cost-sharing incentives for Participating Contractors that promote SAVEGREEN residential and/or commercial program incentives. NJNG must approve each advertisement to ensure accuracy of program messaging, disclaimers, logo size and overall content quality. Approved marketing materials will be eligible for partial reimbursement based on a percentage of eligible costs associated with the creation and run of the advertisement(s).

For questions about eligibility or the application process, email savegreen@njng.com.

REQUIREMENTS TO PARTICIPATE

Participating Contractors that would like to participate in the Co-op Marketing Program must complete the Co-op Marketing Program Application (see application on page 18).

Participating Contractors are eligible to apply for and participate in the Co-op Marketing Program if the following conditions are met and maintained:

- Participating Contractor is an approved Participating Contractor and in good standing with NJNG.
- Funds allocated to the Co-op Marketing Program are available and the Participating Contractor cap has not been exceeded for the Program Year¹ (See Reimbursement Levels).
 - Participating Contractor abides by the terms and conditions of these Advertising Guidelines.
 - Advertising materials are approved by NJNG prior to deployment.

PARTICIPATING CONTRACTOR MAY ONLY PARTICIPATE IN THE CO-OP MARKETING PROGRAM FOR THE SPECIFIC RESIDENTIAL OR COMMERCIAL SAVEGREEN PROGRAM(S) FOR WHICH IT IS AN APPROVED PARTICIPATING CONTRACTOR.

Participating Contractor is responsible for obtaining NJNG approval for all advertising materials as

¹ The Program Year for Co-op is as follows:
PY1 = January 1, 2025 – June 30, 2025
PY2 = July 1, 2025- June 30, 2026
PY3 = July 1, 2026 – June 30, 2027

set forth herein.

REIMBURSEMENT LEVELS

All approved advertisements are eligible for the following reimbursements:

- **Advertising Creation Costs:** 25% of third-party costs incurred from advertising creation. Maximum Participating Contractor reimbursement is \$15,000 per Participating Contractor per Program Year and contingent on Program funds available.
- **Advertising Run Costs:** 25% of the costs incurred from running approved advertisements. Maximum Participating Contractor reimbursement is \$20,000 per Participating Contractor per Program Year and contingent on Program funds available.

ALL CO-OP MARKETING REIMBURSEMENT IS SUBJECT TO AVAILABLE FUNDING. NJNG RESERVES THE RIGHT TO TERMINATE, MODIFY, SUSPEND OR EXTEND THIS PROGRAM.

MESSAGING REQUIREMENTS

The goal of the Co-op Marketing Program is to promote the awareness and adoption of SAVEGREEN incentives to make it easier and more affordable for prospective customers to access energy-efficiency upgrades. All messaging must primarily promote the SAVEGREEN energy-efficiency incentives. Any advertisements that mention the SAVEGREEN rebates and/or OBRP must include an applicable disclaimer (see disclaimer chart on page 7-11). The contractor may include their own messaging if it relates to the Co-op Marketing Program.

For specific messaging questions, contact savegreen@njng.com.

LOGO REQUIREMENTS

The NJNG logo must be the same size as the contractor logo and in the form provided by NJNG. The Logo shall not be revised or altered from the form provided in any way and must be displayed in the same form (and colors, if applicable) as provided by NJNG.

DISCLAIMER REQUIREMENTS FOR RESIDENTIAL AND COMMERCIAL PROGRAMS

All disclaimers must be legible and conspicuous. Disclaimers must be in standard font, not condensed, and not italicized. **All disclaimers provided herein are samples and subject to modification by NJNG in its sole discretion.**

All Materials (except for social media, radio and lawn sign ads) must contain the following independent contractor disclaimer, which must be legible and conspicuously displayed as follows:

“[Insert Participating Contractor Name] is an independent contractor and not an employee or agent of New Jersey Natural Gas (NJNG) and the contractor is not subject to the control or supervision of NJNG. NJNG does not endorse or recommend any contractor.”

For social media, digital display ads, radio and lawn sign ads, the above independent contractor disclaimer may be shortened. The following must be legible and conspicuously displayed:

*[Insert Participating Contractor Name] is an independent contractor and not an employee or agents of New Jersey Natural Gas.

All Materials (except for social media, radio and lawn signs ads) with a general rebate and/or financing offer (e.g., “rebates and financing available”) must include a general rebate/financing disclaimer. The following must be legible and conspicuously displayed:

*[Rebates] and [financing incentives] are brought to you by New Jersey Natural Gas. Terms and conditions apply. All offers are subject to available funding. Visit [direct weblink to residential or commercial program] for rebate and financing terms and conditions.

For social media, radio and lawn sign ads, the above rebate/financing disclaimer may be shortened. The following must be legible and conspicuously displayed:

*Rebate and financing² are brought to you by NJNG. Terms and conditions apply. Visit [direct link to residential or commercial program]

² Please use the term “financing” for residential programs and “On-Bill Repayment Program” for commercial programs.

Materials with **specific** financing and rebate offers (e.g., \$100, 0% financing) must include a more detailed disclaimer, which is Program specific. **Contact NJNG at savegreen@njng.com for the disclaimers.**

GENERAL ADVERTISING GUIDELINES

Participating Contractor may truthfully promote the SAVEGREEN program incentives for which it is a Participating Contractor in advertising, marketing, publicity and/or trade materials (collectively, the “Materials”) only in an NJNG accepted advertising medium as identified in the Guidelines.

The NJR Property should not be reproduced or used in any Materials unless approved in writing by NJNG prior to distribution subject to these Guidelines.

In all cases, Participating Contractor will be responsible for and will release, indemnify and hold harmless NJR, NJNG, and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers, directors and any judges of the Awards (collectively, “Released Parties”) from any and all claims, demands, causes of actions, expenses or liabilities (including reasonable attorneys’ fees) (collectively, “Claims”) arising out of the Materials, including, but not limited to, any Claims arising out of Participating Contractor’s clearance obligations (e.g., clearance of individuals, union clearances and music clearances) and/or any statements or representations made within the Materials.

DOS:

- Marketing material must primarily market SAVEGREEN’s rebate and financing programs.
- Always use the SAVEGREEN trademark and logo in their proper form and include the ® symbol. The SAVEGREEN trademark and logo may not be altered in any way and shall be used in the form provided by NJNG.
- The SAVEGREEN logo must displayed in a size equal to the Participating Contractor’s logo.
- The logo should only be used in the Co-op Marketing Material(s) it was approved to display in.
- The Materials should not imply other contractors, products, or services are associated with NJNG when not the case.
- Consider placing a statement or footnote at the end or bottom of the Materials that states “The SAVEGREEN trademark is a registered trademark of New Jersey Resources Corporation and may not be used without appropriate consent.”
- Include all required disclaimers (see “Advertising Disclaimers” for detailed information).

DON'TS:

- Do not alter, modify, and/or change the NJR Property in any way, including their spelling and/or make them plural or possessive.
- Do not use the NJR Property in any way that is offensive, disparaging, derogatory or denigrating to SAVEGREEN, NJR, NJNG, any specific competitor of the Recipient and/or any person, group of people, or socioeconomic group and any use should not reflect negatively or unfavorably on SAVEGREEN, NJR, or NJNG.
- Do not use the NJR Property on any packaging, labeling and/or merchandise (e.g., merchandise the Recipient sells or gives away).
- Do not add the NJR Property to employee email signatures or business cards.
- Do not use the NJR Property in any content that is false, deceptive, or misleading.
- Do not use the NJR Property so that the NJR Property appears more prominently than Participating Contractor's company, product and/or service name.
- Do not combine Participating Contractor's company, product, or service name with the NJR Property in a hashtag (e.g. #SAVEGREENCompanyX).
- Do not use the NJR Property in a way that implies affiliation, endorsement, or sponsorship by SAVEGREEN, NJR, or NJNG (e.g., SAVEGREEN loves #Company X).
- Do not create any images or memes using the NJR Property, unless approved by NJR in writing prior to distribution.
- Do not refer to NJR or NJNG as a partner.
- Do not attempt to claim and/or assert any ownership rights in the NJR Property. Participating Contractor acknowledges they will not acquire any rights in the NJR Property because of their use in accordance with these Guidelines and all such uses shall inure to the benefit of NJR.
- Do not exaggerate, misrepresent, or state a claim that cannot be substantiated. Materials may not utilize references to "cash" phrases, e.g., "cash rebates", "cash back", "cash", "\$ etc."

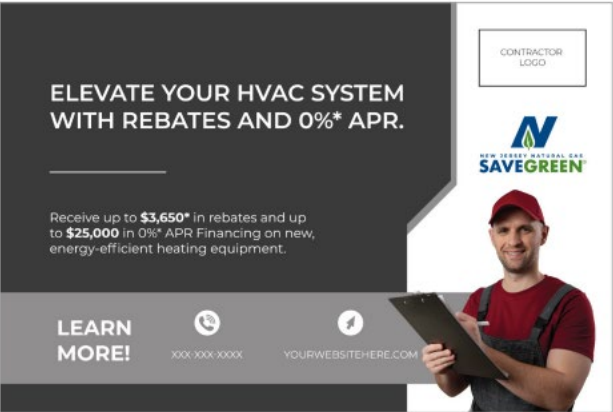
NJNG MAINTAINS THE RIGHT OF FINAL APPROVAL, WHICH NJNG MAY WITHHOLD FOR ANY REASON IN ITS SOLE DISCRETION, CONCERNING ANY MATERIALS THAT DISPLAY, REPRODUCE, OR OTHERWISE REFERENCE THE NJR PROPERTY, INCLUDING THE SAVEGREEN NAME, TRADEMARK OR LOGO.

NJNG RESERVES THE RIGHT TO MONITOR COMPLIANCE WITH THESE GUIDELINES AND/OR REVOKE PERMISSION OR APPROVAL IN ITS SOLE DISCRETION AT ANY TIME IN THE EVENT OF ANY NONCOMPLIANCE WITH THESE GUIDELINES.

THESE GUIDELINES ARE NOT INTENDED TO ADDRESS EVERY SITUATION THAT NJR OR NJNG MAY FIND OBJECTIONABLE, OFFENSIVE, MISLEADING, OR NOT IN KEEPING WITH ITS BRAND USE STANDARDS.

ADVERTISING EXAMPLE

Example Headline: "Elevate Your HVAC System with Rebates and 0%* APR."



FRONT

The purpose of this section is to personalize the messaging to your company. Contractor messaging may include a business slogan, summary of services or similar messaging. It may not include additional offers such as financing incentives, rebates or discounts.



Note: the above advertising example is one of 18 SAVEGREEN residential direct mail templates.

ADDITIONAL ADVERTISING REQUIREMENT FOR ACCEPTED MEDIUMS

The Co-op Marketing Program is limited to the use of the following advertising tactics/marketing mediums:

Medium	Advertising Requirements
Radio	▪ Submit a radio buy plan to show that radio spots will air in NJNG's service territory detailing station list and timing of spots. ▪ Provide a copy of the radio scripts. ▪ Comply with messaging and disclaimer guidelines. ▪ Identify reach and total impressions. <i>Submit for pre-approval 60 days before desired run date</i>
Print (Newspaper, Magazine, Newsletter)	▪ Provide an overview of how and where the material will be used. Publications must be in NJNG's service territory. ▪ Provide a copy or mock-up of the material. ▪ Comply with messaging, disclaimer and logo guidelines. NJNG's logo must be the same size as the contractor's logo and in the form provided by NJNG (colors, and font). <i>Submit for pre-approval 30 days before desired run date</i>
Direct Mail	▪ Provide an overview of how and where the material will be used ▪ Provide a copy or mock-up of the direct mail piece ▪ Document or receipt detailing the targeted addresses and print costs. ▪ Eligible expenses include third-party printing, fulfillment, postage, mailing list rentals or list purchases. ▪ Comply with messaging, disclaimer and logo guidelines. <i>Submit for pre-approval 30 days before desired run date</i>
Digital Display Banner	▪ Submit draft copy or a mock-up of the digital display banner ▪ Provide an overview of where the ad will be placed and where the ad traffic will be directed. (Digital display banners are paid digital marketing on external websites such as Google, Bing, etc. and not the contractor website.) ▪ Comply with messaging, disclaimer and logo guidelines. <i>Submit for pre-approval 30 days before desired run date</i>
Paid social media (Facebook, Instagram, and LinkedIn)	▪ Submit draft copy or a mock-up of the paid advertisement ▪ Provide an overview of where the ad will be placed and where the ad traffic will be directed. ▪ Comply with messaging, disclaimer and logo guidelines. <i>Submit for pre-approval 30 days before desired run date</i>
TV. Over-The-	▪ Submit script and storyboard.

Top (OTT) Video Streaming	▪ Provide an overview of where the ad will be placed and the target audience. ▪ Comply with messaging, disclaimer and logo guidelines. ▪ Logo and disclaimers must be visible for 5 seconds in a 30 second video. <i>Submit for pre-approval 60 days before desired run date</i>
Lawn Signs	▪ Submit design and copy for pre-approval. ▪ Provide geographical areas where the lawn signs will be placed. Lawn signs must be placed in NJNG's service territory. ▪ Comply with messaging, disclaimer and logo guidelines. <i>Submit for pre-approval 60 days before desired run date</i>
Landing Pages	▪ Submit layout of the landing page for pre-approval. ▪ Provide context of where the landing page will be used. ▪ Comply with messaging, disclaimer and logo guidelines. ▪ Note: landing page must be associated with a particular social media advertisement.

The following tactics are **not eligible** for co-op reimbursement:

- Billboards
- Emails
- Trade show costs
- Stationery
- Business cards
- Letterhead
- Vehicle wraps
- Brochures (that are not utilized as part of a direct mail campaign)
- Apparel
- Decals
- Internal websites
- Promotional items
- Sponsorships
- Sales tax

RUNNING YOUR ADVERTISEMENT

Contractors may run approved co-op advertising Material for a maximum of three months. After three months, if you wish to extend the use of this Material, you must re-submit the creative to NJNG to ensure accuracy of Program information and appropriate disclaimers.

REIMBURSEMENT PROCESS

(See above for approval funding reimbursement eligibility for the Residential Whole Home Energy Solutions, HVAC and Water Heating, Building Decarbonization: Hybrid Heat and Commercial Direct Install, Prescriptive & Custom, Energy Management and Engineered Solutions programs.)

A completed Co-op Marketing Program package must be submitted for reimbursement **within 120 days** after the pre-approval notification. Packages received past 120 days after the pre-approval notification will **not** be eligible for reimbursement. Co-op dollars will be reimbursed based on the incentives in place at the time of submission.

Co-op Marketing Program Package Requirements:

- Copy of original, paid invoice(s) and receipt(s) — costs must be itemized, for all appropriate documentation related to production and placement, including run dates and proof of placement.
- Completed Program Application.
- Metrics of advertisement after run dates have exhausted.

Please note all invoices must be submitted showing net costs for media placement, non-inclusive of any agency commissions.

Send the Co-op Marketing Program package to the NJNG email address listed below:

NJNG
SAVEGREEN@njng.com

Please allow 60 days after submitting the Co-op Program package items noted above to receive reimbursement.

POST-REIMBURSEMENT

Upon completion of the approved Material(s), please provide NJNG with an indication of how your advertisement performed. For example, if you run a digital display banner, NJNG requests you provide a copy of how many clicks you received from that advertisement.

QUESTIONS?

Please email SAVEGREEN@njng.com as listed above with the subject line “Co-op Marketing Question”.

CO-OP MARKETING PROGRAM APPLICATION



Contractor Information

Please check program you are applying for: (If you are applying for more than one program, you must submit a separate reimbursement request for each.)

Residential: ☐ Whole Home Energy Solutions ☐ HVAC and Water Heating ☐ Building Decarbonization: Hybrid Heat
Commercial: ☐ Direct Install ☐ Prescriptive & Custom ☐ Energy Management ☐ Engineered Solutions

Participating Contractor Name:	Tax ID Number (required):		
Address:	City:	State: NJ	ZIP code:
Email:	Phone:		
Contact:	Make Check Payable to:		

SUBMIT THIS SECTION WITH PROPOSED MATERIALS AND RECIEPTS.

Pre-Approval Advertising Campaign Information			
Advertising Tactic	Location of Ad	Creation Costs	Run Costs
☐ Print		\$	\$
☐ Digital Display		\$	\$
☐ Paid Social Media		\$	\$
☐ Direct Mail		\$	\$
☐ Radio		\$	\$
☐ TV/Streaming		\$	\$
☐ Outdoor Signage		\$	\$
		Total Creation Costs:	Total Run Costs:
		\$	\$
		Reimbursement (25%):	Reimbursement (25%):

APPLICANT SIGNATURE

ADVERTISEMENT RUN DATE

SUBMISSION DATE

By signing below, Participating Contractor’s representative is certifying that: 1) Participating Contractor’s representative has the necessary legal authority to act on Participating Contractor’s behalf; 2) all of the information supplied herein is accurate; 3) Participating Contractor has read, understood, and agreed to all of the definitions, terms, and conditions of the Co-op Marketing guidelines, including that all marketing materials must be approved by NJNG.

Participating Contractor:	Name of Participating Contractor’s representative:
Role within the company:	Signature:
Date:	

Utility Pre-approval Name(s)		Approval Date
NJNG		

THANK YOU FOR PARTICIPATING IN THE JANUARY 1, 2025 – JUNE 30, 2027

CO-OP MARKETING PROGRAM.

Please allow 60 days to receive reimbursement following the submission of Program Package items noted above.