

## **Cooperative Advertising Guidelines and More!**

**The Cooperative Advertising Program** is established to help support the advertising and public relations activities of squadrons as they advertise and promote the Educational Department's courses, seminars and guides and the image of local squadrons and USPS.

While PRO's should continue efforts to obtain public service advertising and low-cost promotional material, this program provides partial reimbursement of expenses incurred for squadron advertising and promotion projects.

The program offers financial support for squadron activities to promote USPS and to reach potential students and new members. Funds may be used for individual squadron projects or for joint projects between cooperating squadrons and/or districts.

### **HOW DOES THE PROGRAM WORK?**

It is coordinated by HQ Marketing and works through the individual squadrons.

1. Squadrons will receive from the Executive Officer in November the estimated Cooperative Advertising Dollar pool amount that will be available for planning purposes.
2. Squadrons will receive from the Executive Officer on December 15<sup>th</sup> the actual Cooperative Advertising Dollar pool amount available for use in their cooperative advertising plan.
3. Squadrons will submit Form NPR 102S to HQ Marketing via the Cooperative Advertising Staff Commander no later than January 15<sup>th</sup> for the current year.
4. Squadrons will be eligible to receive up to 10% of their actual net educational course purchases in the previous year.
5. Squadrons will receive 50% reimbursement for their actual advertising and promotion dollars.
6. Squadrons will receive reimbursement for their cooperative advertising four times per year. Reimbursement will be made by electronic fund transfer from HQ to squadron accounts.

### **SQUADRON AND DISTRICT GUIDANCE AND HELP**

The Marketing/PR Committee has samples of newspaper advertising, press releases, window posters, and flyers available for squadrons to use in advertising their events. Everything is listed on the Marketing/PR site at [www.usps.org/national/pr/](http://www.usps.org/national/pr/).

In addition, the Marketing/PR Department exists to aid squadrons in their advertising and public relations campaigns and its members are always ready to help. Squadrons can find and request help at [www.usps.org/national/pr/committeepage.html](http://www.usps.org/national/pr/committeepage.html). Headquarters Marketing Department will also help with any and all requests. Squadrons may contact them at [kempt@hq.us.org](mailto:kempt@hq.us.org).

## NEW SQUADRONS

It is recognized that new squadrons chartered during each fiscal year will not have accrued cooperative advertising dollars. Newly chartered squadrons will receive a one time grant of \$200 to promote sales of educational materials.

### SQUADRON CRITICAL DATES

1. January 15<sup>th</sup>—NPR102S Cooperative Advertising Squadron Planner due to HQ Marketing via the Staff Commander for Cooperative Advertising
2. April 1<sup>st</sup>—NPR102 Cooperative Advertising Request for Reimbursement due to HQ Marketing via the Staff Commander for Cooperative Advertising for the quarter December 1—February 28
3. April 15<sup>th</sup>—HQ issues Electronic Reimbursement to Squadrons for the quarter December 1—February 28
4. July 1<sup>st</sup>—NPR102 Cooperative Advertising Request for Reimbursement due to HQ via the Staff Commander for Cooperative Advertising for the quarter March 1—May 31
5. July 15<sup>th</sup>—HQ issues Electronic Reimbursement to Squadrons for the quarter March 1—May 31
6. October 1<sup>st</sup>—NPR102 Cooperative Advertising Request for Reimbursement due to HQ via the Staff Commander for Cooperative Advertising for the quarter June 1—August 31
7. October 15<sup>th</sup>—HQ issues Electronic Reimbursement to Squadrons for the quarter June 1—August 31
8. December 15<sup>th</sup>—Squadrons receive letter from Executive Officer by direction from the Chief Commander establishing the next year Cooperative Advertising dollar amount with details
9. January 15<sup>th</sup>—NPR102 Cooperative Advertising Request for Reimbursement due to HQ via the Staff Commander for Cooperative Advertising for the quarter September 1—through November 30
10. January 30<sup>th</sup>—HQ issues Electronic Reimbursement to Squadrons for the quarter September 1—through November 30

### HOW TO USE CO-OP AD FUNDS

Squadrons may use allocated funds to support

1. Promotional projects that benefit squadrons
2. Promotional activities conducted by individual squadrons
3. Cooperative activities such as multi-squadron advertising and promotions

### TIME FRAME FOR ACTIVITIES

Qualified activities must take place between **1 December and 30 November**. Squadrons should follow the Squadron Critical Dates outlined above. Failure to submit documents in a timely manner may delay reimbursements. The calendar of

events allows squadrons time (up to 45 days) to receive invoices and proof of advertising from advertising vendors and submit to HQ Marketing via the Staff Commander for reimbursement.

## **GUIDELINES FOR ACTIVITIES**

The advertising/promotional program can take many forms. However the main focus of squadron advertising/promotion should be the Educational Department courses and recruiting new members by promoting the squadron and USPS image.

Examples of reimbursable expenditures include:

**Radio/TV, Cable TV advertising or print advertising** in newspapers, magazines, tabloids, penny shoppers or other publications that have local or regional circulation.

**Printed material** such as flyers, letters, posters printed place mats and cards that are posted in community locations, circulated by direct mail or made available for distribution

**Direct mailings, telephone information lines** yellow page listings, and other mass media advertising.

**Billboards, banners,** signs that promote the Boating courses, your squadron's and USPS's image at gas docks or launch ramps and other materials displayed in the outdoor areas of communities

**Fabricated displays** that promote the Boating courses, your squadron or USPS used for boating classes, boat shows, parades, shopping mall displays, local festivals and other activities

**Materials used to produce** advertising to promote the Boating courses or the image of USPS on a district or regional basis. Several squadrons may work together on projects with reimbursement of funds shared by squadrons involved.

**Other expenses** such as labor for billboard installation or expense associated with installing signs, building floats, decorating boats for parades etc.

## **NPR 102S SQUADRON PLANNING SHEET**

Use this form to develop local advertising and public relations programs and to identify projects that are reimbursable under the Cooperative Advertising Program. This form is sent to HQ Marketing at 1504 Blue Ridge Road, Raleigh, NC 27607 via the Staff Commander for Cooperative Advertising.

## **HOW TO REQUEST REIMBURSEMENT**

Reimbursement will be made at 50% of the amount spent for eligible projects up to the allocated amount. Squadrons must apply for reimbursement on the NPR 102

form. Squadrons should maintain copies for their records. Squadrons should make sure to include the following required documentation to receive timely reimbursement. Each activity requires an NPR 102 form with documentation:

1. Description of activity
2. Documentation such as tear sheets of advertising, samples of materials and/or photos of activities such as boat show booths, billboards or banners. Documentation of the activity must be provided
3. Proof of payment such as receipts or paid invoices

**Claims Lacking Requested Documentation May Be Denied. Each Squadron Should Ensure They Follow The Published Guidelines.**