



## What is the Public Power Promotional Program (P4)?

P4 provides a designated amount of money for public power communities to promote local communities and their electric utilities. The funds are available each year, budget permitting, beginning in January. The amount of money available to each community depends on the number of electric system customers. Eligible projects are varied, see below for details.

## Why do we need a promotional program for members?

The NC Public Power communications plan involves both state-wide messages and grassroots messages in individual communities. P4 recognizes that grassroots, local communication efforts are essential in delivering the messages of NC Public Power to all intended audiences. A strong, community-based communication plan helps build grassroots understanding of public power, assists with economic development efforts, builds customer loyalty and retention, and strengthens local public power communities.

## This sounds similar to the 50/50 program – what is the difference?

P4 replaces the 50/50 program. The 50/50 program required each municipality to contribute equal funds. P4 provides a set amount of funds each year and does not require a local match. P4 provides clear guidelines to ensure fair allocation of resources to all power agency participants.

## How do I apply for P4 reimbursement for my project?

ElectriCities Strategic Communications is available to assist during all phases of your project. We encourage you to contact us before you begin your project to ensure it is covered under P4. To apply for reimbursement once your project is complete, fill out and submit the enclosed P4 reimbursement form.

## What types of projects are eligible for reimbursement under P4?

Many different types of projects will qualify for the reimbursement. Examples of eligible projects are:

- Local print advertisements in magazines and newspapers
- Printing of customized bill inserts
- Sponsorship of local festivals
- Purchase of branded material for customer giveaways
- Purchase of branded clothing for employees
- Production of a video to promote the city/town or advertise and educate about a city service
- Printing of brochures or other publications to advertise a program or event
- Branding/marketing campaigns

ElectriCities Strategic Communications staff, including graphic designers, are available to assist with planning and executing projects. When possible, ElectriCities staff should be involved during the planning of the project. To ensure your project is eligible for reimbursement, please contact ElectriCities Strategic Communications staff first at 919-760-6334 or [ragner@electricities.org](mailto:ragner@electricities.org).

All projects must promote a positive image of NC Public Power and should include the NC Public Power logo—traditional or type version (see choices below.) Strategic Communications staff can assist in determining the appropriate logo for your project.

## Which cities/towns are eligible for P4?

All participants in NCEMPA or NCMPA1 are eligible for the program. The amount of money available each year is based on the number of customers\* with the following guidelines:

- Cities/towns with less than 5,000 customers - **\$1,500**
- Cities/towns with 5,000 – 10,000 customers - **\$2,000**
- Cities/towns with more than 10,000 customers - **\$2,500**

\*Customer numbers are determined by participant survey responses.



Traditional Logo



Type Logo