



CHANNEL PARTNER PROGRAM

Dayton Power & Light Channel Partner Program

Application for Certification

January 1, 2019

Please complete all sections.

1. Profile

Company Information

Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

Customers served: Commercial Industrial Government Residential

Years in business: 0-3 years 4-5 years 6-10 years 11-15 years 16+ years

Number of full-time employees in Miami Valley area: 0-5 people 6-10 people 11-15 people 16+ people

Key Personnel

Contact for DP&L internal records:

Contact for Channel Partner list on DP&L's website:

Same as contact for DP&L internal records

Name: _____

Name: _____

Position/Title: _____

Position/Title: _____

Phone: _____

Phone: _____

Email: _____

Email: _____

Individuals within your organization who should also receive information from DP&L (e.g., newsletters, announcements, etc.):

Name: _____

Name: _____

Email: _____

Email: _____

Name: _____

Name: _____

Email: _____

Email: _____



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2. Products & Services

The information below will be included for your company within the list of Certified Channel Partners on the DP&L website.

Efficiency offerings (select all that apply):

- Lighting
- HVAC
- Motors & Drives
- Compressed Air

Other: _____

Other: _____

Services provided (select all that apply):

- Architectural Services
- Consulting/Design Services
- Contractor/Installation Services
- Distributor
- Energy Auditing
- Engineering

Equipment Manufacturer
 Manufacturers Represented:

Other: _____

Other: _____

3. References

Provide references for two customers who have used your services during the past two years.

Company Name: _____

Point of Contact: _____

Phone: _____

Email: _____

Project Description: _____

Company Name: _____

Point of Contact: _____

Phone: _____

Email: _____

Project Description: _____

4. Authorization

By signing below, the company agrees to be bound by the Channel Partner Program terms and conditions and certifies the information above is correct and properly represents the company.

Signature: _____

Name: _____

Position/Title: _____

Date: _____

Completed applications shall be submitted to the DP&L Energy Efficiency Team.

Email: EnergyEfficiency@dplinc.com

Mail: Dayton Power & Light, Attn: Energy Programs; 1900 Dryden Road, Moraine, OH 45439

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A. Program Overview

DP&L's energy efficiency programs provide commercial and industrial customers with financial incentives and information to help them reduce energy consumption. Channel Partners are contractors, engineers, consultants, distributors and other professionals who serve as outreach partners to help drive energy efficiency in the marketplace.

1. Channel Partners are expected to:
 - Submit DP&L Business Rebates applications on behalf of the customer
 - Act as the point of contact for any Business Rebate application which indicates questions should be directed to the vendor
 - Provide the highest level of customer service for all customers served
 - Maintain an expert level of knowledge regarding DP&L Business Rebate programs
2. Channel Partners are entitled to numerous benefits such as:
 - Increased visibility as a provider of energy efficient products and services
 - Use of the DP&L Channel Partner Seal in marketing materials
 - Inclusion on the distribution list for newsletters, program updates, and upcoming events
 - Business listing on the DP&L website
 - Access to a dedicated DP&L representative for assistance with project rebates
 - Influence in DP&L programs through surveys and direct interaction with DP&L representatives
 - Eligibility for a 5% cash bonus based on rebates paid to customers
3. There is no fee to apply or become a DP&L Channel Partner; however, not all applicants will be eligible for the program.
4. DP&L reserves the right to grant or revoke admission of any business to the Channel Partner Program at any time.

B. Qualifications

To qualify and maintain status as a Channel Partner, an applicant shall meet the requirements listed below. Provided these requirements are satisfactorily met, Channel Partner certification will automatically be renewed at the beginning of each year.

1. Sell energy efficient equipment or provide technical services for energy efficient projects to DP&L commercial, industrial, or government customers.
2. Apply to and be approved for the Channel Partner Program.
3. Have up-to-date local and state licenses (Ohio Construction Industry Licensing Board).
4. Attend the Channel Partner Workshop annually.
6. Be in good standing with DP&L if a DP&L customer.
7. Have been operating under the same business name for three years or more (minor changes such as "Acme Heating" to "Acme Inc." are acceptable).
8. Sell at least one energy efficiency project each year which receives a DP&L rebate. Any project rebated in 2018 will count towards 2019 Channel Partner qualification.
9. Receive positive references and reviews from customers receiving DP&L rebates.

C. Application Process

Completed applications shall be submitted to the DP&L Energy Efficiency Team. DP&L will review all applications, verify the information provided, and contact the references listed.

Email: EnergyEfficiency@dplinc.com

Mail: Dayton Power & Light, Attn: Energy Programs; 1900 Dryden Road, Moraine, OH 45439

D. Channel Partner Rewards

Channel Partners may earn a cash bonus equal to 5% of the DP&L rebates paid to their customers.

1. Eligibility

The following criteria must be met for a Channel Partner to receive Rewards for a rebate:

- Be in good standing within the Channel Partner Program at the time the rebate is paid to the customer.
- Attain a minimum of \$10,000 in rebates paid through DP&L Business Rebates programs during the current calendar year.
- The Channel Partner's company name must be listed as the vendor or the supplier on the rebate application. **There will be no exceptions to this requirement.**
- DP&L must have a signed W-9 form on file for the Channel Partner.
- DP&L reserves the right to deny Rewards for any rebate.

2. Payments

The following criteria apply to all Rewards payments:

- Rapid Rebates®, Custom Rebates, and New Construction rebates are eligible for Rewards. Retro-commissioning rebates, CHP rebates, and Mercantile rebates are not eligible for Rewards.
- Enhanced rebate dollars are not eligible for Rewards. In the case of an enhanced rebate, only the baseline rebate will be eligible for Rewards.
- Rewards will be calculated in the year the rebate is paid to the customer.
- Rewards are paid to the Channel Partner quarterly in the form of a check.
- Rewards will be based on the incremental difference in rebates paid to customers since the last Rewards payment.
- Rewards are paid from the annual program budget. Once the budget is depleted, no further Rewards will be paid for the calendar year.
- Rewards are limited to \$25,000 per Channel Partner per year.

3. Examples

<i>Eligibility example</i>	Channel Partner 1	Channel Partner 2
Rebates paid to customers year-to-date	\$100,000	\$8,000
Cash bonus paid to Channel Partner	\$5,000 (\$100,000 x 0.05)	\$0 (a collective \$10,000 in rebates paid is the minimum requirement)

<i>Quarterly payment example</i>	Quarter 1	Quarter 2
Rebates paid to customers year-to-date	\$11,000	\$20,000
Cash bonus paid to Channel Partner	\$550 (\$11,000 x 0.05)	\$450 (\$20,000 - \$11,000 x 0.05)

E. Terms and Conditions

The terms and conditions set forth below shall govern the partnership between The Dayton Power & Light Company ("DP&L") and the vendor ("Channel Partner") for purposes of becoming and remaining a certified Channel Partner as part of DP&L's Commercial and Industrial Channel Partner program ("Program"). Channel Partner agrees to these terms and conditions upon submission of a Channel Partner Program application to DP&L.

1. DP&L may terminate the Program and these terms and conditions at any time.
2. At its discretion, DP&L reserves the right to suspend or remove Channel Partner from the Program for any or no reason at all. Reasons for suspension may include, but are not limited to: Channel Partner (a) not meeting the minimum qualifications; (b) submitting incorrect or inaccurate rebate applications; (c) submitting failed verifications or inspections; or (c) violating Program policies, procedures or these terms and conditions.

3. Channel Partner is not a contractor, subcontractor or agent of DP&L. DP&L shall have no liability for claims of any kind, whether based on contract, tort (including negligence and strict liability), or otherwise, for any loss or damage sustained or incurred by any third party relating to Channel Partner's application or the performance of services or participation by Channel Partner in the Program. Channel Partner hereby releases DP&L from all liability for such claims. Channel Partner shall, to the fullest extent permitted by law, indemnify, defend, and hold harmless DP&L and its affiliates, and their respective officers, directors, agents, employees, and representatives from and against any and all losses, claims, damages, expenses (including attorney's fees and costs) and liabilities arising out of or based upon property damage or bodily injury to any person caused by or related to the performance of the services or participation by Channel Partner in the Program.
4. Except as otherwise permitted herein, Channel Partner shall not refer to DP&L or any company affiliated with DP&L in any advertising or other publication in connection with Channel Partner's participation in the Program or work performed by Channel Partner under the Program, without the prior written approval of DP&L. Except as otherwise permitted herein, Channel Partner shall not, either directly or indirectly, publish or disclose any photographs, images, logos, copyrighted or trademark protected information of DP&L or its affiliates; or use such information for the benefit of itself or any other person or entity without the prior written consent of DP&L.
5. Channel Partner acknowledges and agrees Channel Partner's participation in the Program is in no way to be construed as an endorsement by DP&L of Channel Partner's work.
6. Channel Partner confirms their company and staff hold all appropriate licenses and certifications for the work they perform.
7. All DP&L energy programs are subject to Public Utilities Commission of Ohio rules and regulations.