

Blue Ribbon Marketing Partnership Program

Background

PPL believes in the power of partnerships to bring new jobs and economic growth to the Central Eastern Pennsylvania communities our electric delivery company serves. Through Blue Ribbon Marketing Partnerships, PPL provides financial support to local and regional economic development organizations for carrying out:

- Comprehensive external marketing campaigns
- Coordinated prospecting events
- Tactical Website enhancements
- Innovative relationship-building activities targeting site selectors and real estate executives
- Unique external marketing initiatives

Special consideration will be given to initiatives that promote regionalism.

Purpose

Blue Ribbon is a universal sign of excellence. In that spirit, PPL has created the Blue Ribbon Marketing Partnerships to reward excellence and innovation in external marketing.

Eligible ED Participants

The Blue Ribbon Marketing Partnership program is limited to marketing initiatives by non-profit economic development groups. To participate, the non-profit economic development groups must be recommended by their PPL Regional Community Relations Director. Applications are accepted on an *invitation only* basis.

Eligible Projects

To ensure that the most effective and innovative projects receive funding, PPL makes the awards on a competitive basis. Eligible economic development organizations may apply for awards in as many categories as they would like.

Criteria Guidelines

PPL's contribution shall not exceed 50 percent of actual cost with a cap of \$6,000 per project per participating organization.

Application Process

1. Discuss the project with PPL's Regional Community Relations Director (RCRD).
2. Complete the application form and deliver to your RCRD by the February application deadline. The RCRD will present the proposal to PPL's Blue Ribbon Marketing Partnership review team.
3. Identify whether the project will be completed in the first half or second half of the calendar year.
4. Following the review process, applicants will be notified of their projects funding status.

Project Documentation Guidelines

To receive your Blue Ribbon Marketing Partnership funds, please submit your projects no later than November 30, (current year).

1. Final Summary Report on the initiative.

2. Photos and programs from your event or copies of your marketing pieces, marketing plan or your Web site enhancements.

Note: Be sure to include PPL's logo on the programs, Web site or marketing pieces. (Electronic versions of the logo are available on request. Contact mgenevese@pplweb.com)

3. Actual expenses recorded. Reimbursement is up to 50 percent of actual cost up to the amount of the award except for special consideration items which could be funded at slightly higher dollar

4. An invoice on your stationery for the amount of the grant.

5. A W-9

6. A letter about PPL's participation in the initiative.

Applicants agree

- to actively engage the services of PPL's Community and Economic Development Team wherever appropriate, reasonable and as early as possible in all plant location projects within PPL's service area. to provide and maintain a current listing of PPL-served available properties at <http://www.Pasitesearch.com>

Submit to

Donald M. Bernhard
Director, Community Affairs
PPL Corporation
2 North 9th Street
Allentown, PA 18101

CC: Your PPL Regional Community Relations Director