



Advertising & Promotions Guidelines for Contractors and Retailers

Thank you for your support of our financing programs. Your participation comes with a legal obligation to ensure that your advertising and promotional materials mention Manitoba Hydro's financing programs in a manner that adheres to the terms and conditions outlined in your Supplier Participation Agreement. The following information will help you ensure that you are advertising our programs in accordance to the legal requirements.

These guidelines apply to both **digital** and **static** forms of advertising and promotion and include, but are not limited to online initiatives, social media, signage, in-store materials, flyers, brochures, and print or electronic ads.

If you require any clarification, please contact us.

What can I say in my advertising and promotional material?

You can make general statements that you offer financing programs from Manitoba Hydro. Here are some examples of **acceptable** wording:

- "Ask us about Manitoba Hydro's Home Energy Efficiency Loan."
- "We can help you apply for Manitoba Hydro's Home Energy Efficiency Loan."
- "Save with financing from Manitoba Hydro."

What can't I say in my advertising and promotional material?

You cannot use any wording that states or implies the existence of a partnership, agency arrangement, employment arrangement, or any other affiliation with Manitoba Hydro, or wording that otherwise falsely presents or promotes the financing offered by Manitoba Hydro. Any actual or suspected violation may result in suspension or termination of your Supplier Participation Agreement and legal action. Here are some examples of **unacceptable** wording:

- "Official partner of Manitoba Hydro's Home Energy Efficiency Loan.
- "A Manitoba Hydro-endorsed company."
- "Get a cheap furnace through Manitoba Hydro!"
- "Make money through Manitoba Hydro's programs"
- "Working with Manitoba Hydro to save you money."

Can I use the Manitoba Hydro logo in my advertisements?

No. The Manitoba Hydro logo may not be used by third parties such as retailers, contractors, builders, or manufacturers. Only Manitoba Hydro may use the Manitoba Hydro logo.

Using the Manitoba Hydro logo in your advertisements or on your website may result in suspension or termination of your Supplier Participation Agreement and/or legal action.

Are there any other restrictions as to what I can and can't do to promote Manitoba Hydro's programs?

Yes. The following can also result in suspension, termination, and/or legal action:

- Going door-to-door or cold calling customers to promote Manitoba Hydro's programs;
- Stating or implying that you are from Manitoba Hydro, or an agent or representative of Manitoba Hydro;
- Stating or implying that you have an employer-employee relationship with Manitoba Hydro.

Thank you for your participation in, and support of our financing programs. If you have any questions, please email residentialfinancing@hydro.mb.ca.