




A Touchstone Energy® Cooperative 

300 Herbert Street
Greenville, AL 36037
(334) 382-4904
1-800-239-3092 ext. 4904
www.pioneerelectric.com

Join the Co-op Connections Program

Dear Business Customer

We have an exciting new opportunity for your business. We'd like to invite you to join us in a new member benefits initiative, the Co-op Connections program. This program gives you the opportunity to offer our cooperative members valuable discounts. In exchange for your participation, we promote your business and discount offers to our members at no cost to you. The program is designed to benefit your business and our members.



Pioneer Electric Cooperative, in conjunction with other Touchstone Energy® cooperatives around the country, has developed the Co-op Connections program to deliver more value to members and assist participating businesses in increasing customer visits.

This year we will closely monitor the program's success and give you the opportunity annually to opt in or out of the program. This program gives your business exposure to our 10,700 members and millions more served by our fellow Touchstone Energy cooperatives.

The enclosed brochure describes the program in detail. Participation is easy and should help give you a marketing advantage with our 22 million-and-growing membership!

Please review the brochure, call us with any comments or questions and return the participation form to us so we can include your business in our marketing items. Contact me at (334) 382-4904 or by email at agreen@pioneerelectric.com

Sincerely,

Angela Green
Communications Specialist, Pioneer Electric Cooperative

Touchstone Energy is a nationwide alliance of more than 600 not-for-profit electric cooperatives. Each is member-owned and dedicated to upholding the cooperative principles of innovation, integrity, accountability and commitment to community.

This sheet should be used with the **Participating Business Contract** to ensure all required data is collected. These data fields correspond with the online form used to upload this discount offering to the **www.connections.coop** website.

Cooperative: _____

Date: _____

Category (check one): Sports Lodging Restaurant Retail Other _____

Business Name: _____

Business Phone: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Business Description: _____

Offer Details: _____

Additional Information: _____

(Contact Person, Business

Hours, Directions, etc.) _____

Web Link: http://_____

Offer Expiration: _____

Ongoing offer – no expiration.

(deals should be valid for at least one year)

Would you like to upload an image with this offer? Yes No

(Files should be in .jpeg or .gif format and should be no wider than 300 pixels)

Co-op ConnectionsSM Program
Brought to you by Pioneer Electric Cooperative
PARTICIPATING BUSINESS CONTRACT

Name of Business: _____
Category (circle one): Sports Lodging Restaurant Retail Other: _____
Contact Name: _____
Contact Title: _____
Mailing Address: _____
City, State, Zip: _____
Phone: _____
Business Hours: _____
E-Mail Address: _____
Fax: _____

Are you a member of Pioneer Electric Cooperative? _____ at home _____ at your business
(Being a "member" of the Cooperative means you receive electric service from it)

By signing this Contract I, as the above-named business ("Business"), agree to be a participating Co-op Connections business and will give discounts to all Co-op Connections Cardholders as noted in the Co-op Connections brochure. I can provide whatever discount I want, as long as it is something that provides a real economic value to Cardholders. I have chosen the discount described below. I will continue to offer this discount (or a better discount) for a minimum of one year, unless my local cooperative, **Pioneer Electric Cooperative** or Touchstone Energy Cooperatives, Inc., ("Local Co-op"), terminates this Contract. This Contract is effective from the day I return a signed copy until the day it is terminated as described below.

Check here if your business would like this agreement to automatically renew at the end of one year unless either party terminates this contract.

Discount offered to Co-op Connections cardholders: _____

Signature: _____ Date _____

Please fax, email or mail this form to:

Angela Green
Pioneer Electric Cooperative
ATTN: CO-OP CONNECTIONS
300 Herbert Street
Greenville, AL 36037
☎ Fax: 334-382-4903
✉ agreen@pioneerelectric.com

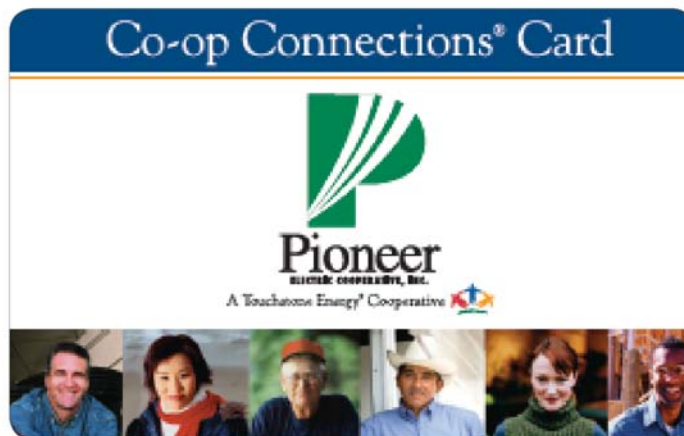
After we receive your signed contract, we will mail your participating Co-op Connections package, which includes window and cash register stickers to display in your business helping to identify you as a participating business. **Please indicate how many window stickers and cash register stickers you need.**

Cash register stickers: _____ Window stickers: _____

See Terms and Conditions:

ADDITIONAL TERMS AND CONDITIONS: Neither Touchstone Energy nor any Touchstone Energy® Cooperative (“Co-op” or “Co-ops”) is liable for financial or contractual responsibilities of holders of the Co-op Connections Card (“Card”). Neither Touchstone Energy nor any Co-op will be liable for your products or services or for any inaccuracy in your marketing materials. All Cards are the property of Touchstone Energy, and any unauthorized reproduction or misrepresentation of the Card is strictly prohibited. Your marketing materials and advertisements will not use the name, trademark, or other intellectual property of Touchstone Energy or any Co-op without prior written approval. You will post Co-op Connections signage as required by Touchstone Energy. Local Co-op or Touchstone Energy can terminate this Contract on 30 days notice (or immediately if you commit any material breach, if your business is sold or changes ownership, if your local participating cooperative drops out of the Touchstone Energy Cooperatives program, or if you become the subject of any bankruptcy or insolvency proceeding). You can terminate this Contract at any time after one year on 30 days prior written notice. You, your employees, and your affiliates will maintain the confidentiality of any confidential information belonging to Touchstone Energy or Local Co-op and that you will not disclose it to any third party. Touchstone Energy and Local Co-op, their employees, and their affiliates will maintain the confidentiality of any confidential information belonging to Business and will not disclose it to any third party. You agree to indemnify, defend and hold Touchstone Energy, Co-ops, and their affiliates and all of their employees, officers, directors and shareholders harmless against any and all losses, liabilities, damages, costs or other expenses or claims or counterclaims of third persons or entities related to this Contract, except for any such claims arising from Touchstone Energy’s or Local Co-op’s gross negligence or willful misconduct. This Contract is governed by the substantive laws of Virginia. Any action relating to this Contract must be brought in federal or state court located in Virginia. Each party waives its right to jury trial for any dispute relating to this Contract. Touchstone Energy can change any term of this Contract at any time by posting the change on any public section of the www.connections.coop Web site. Changes will be effective 30 days after posting to the Web site

Examples of stickers and register receipts:



We're a participating business

What Kind of Offer Could You Make to Pioneer Members?

As you consider your offer, here are some examples of those already in place for other cooperatives:

- **Percent off of a product or service**
example: 10% on tune-ups
- **Percent off a product or service on certain days or at certain times**
example: 10% off of dinner entrees on Tuesday night
- **“Buy one, get one” offer**
example: Buy one burger, get another free
- **“First time visit” offer**
example: Get a coffee mug which can be refilled for 20 cents per visit
- **“If you sign up” offer**
example: ½ percent lower rate on your next loan
- **“Free with” offer**
example: Free drink with purchase of entrée
- **“Free shipping” offer**
example: Free shipping of your items when purchased
- **“Added Gift card” offer**
example: Join or buy and get a gift card for \$xx

Remember to consider any exceptions or maximum discounts to your offer.



Pioneer Electric Cooperative
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Grenville, AL 36037

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334-382-4904
Email: agreen@pioneerelectric.com
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