

# Become a Power Partner

LIFE RUNS ON ENERGY<sup>SM</sup>



## Get Plugged into Renewable Energy

By participating in the Renewable Energy Program, your customers, investors and team members who care about environmental responsibility will be made aware of your commitment through a variety of Tampa Electric promotional materials.

### Renewable Energy Can Help Your Business Stand Out

Choose renewable energy to supply a portion of your energy needs and reap big benefits, including:

- Environmental stewardship
- Customer loyalty
- Public image
- Team member pride

### Join the Businesses Benefiting from Renewable Energy

Add your name to a growing list of Power Partners who participate in Tampa Electric's Renewable Energy program. Tampa Electric will help spread the word that you demonstrate earth-friendly practices, by listing your name on our Web site and in other communications we share with our customers.

#### Current Power Partners include:

- Big Top Flea Market
- EVOS "Fresh & Healthy"
- Johnson Controls, Inc.
- Mise En Place Restaurant
- Nature's Harvest Market & Deli
- Skipper's Smokehouse
- Streamline Environmental, Inc.

### What Some of Our Partners Have To Say:

"It's what you're doing in the bigger picture more than just the dollars you spend today. We've tried to do what's right."

*Tony Lambele, General Manager, Big Top Flea Market*

"I think it's important that we support renewable energy. I think it's essential to the well-being of our planet long-term that we move toward renewable energy."

*Mary Ann Ferenc, Owner, Mise En Place*

"Working to help protect the environment is everyone's responsibility. Working to grow your business is your responsibility. In the Renewable Energy program I can do both."

*Jeff Vine, Johnson Controls, Inc.*

### Start Working for Tomorrow Today

To learn more and sign up to participate in Renewable Energy, visit [tampaelectric.com](http://tampaelectric.com) or call **813-228-4848**.



*A solar panel array Tampa Electric installed at the Museum of Science and Industry produces clean electricity.*



*Biomass is plant matter such as trees and grasses used to produce electricity.*



*Methane gas produced by buried waste in Hillsborough County disposal sites is used to generate electricity.*

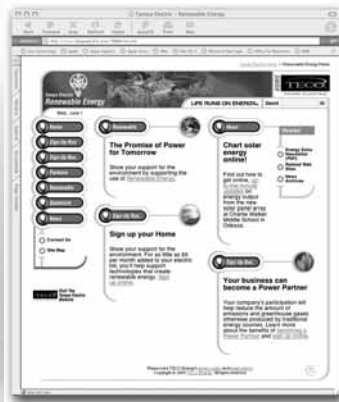
tampaelectric.com



You receive a window sticker for your business



You receive a special customer newsletter



Your name is listed on the Tampa Electric Web page

# Demonstrate Your Commitment.

Gain environmentally-conscious customers who seek out 'green' businesses and receive valuable recognition and acknowledgement as a partner.

## Marketing Opportunities:

Tampa Electric will work with you to create a Power Partner package based on the number of blocks you purchase. Your package can include listing your company's name on our Web site and in other communications we share with our customers.

### Opportunity

### Distribution Per Year

#### Open Lines

Tampa Electric's monthly residential newsletter included with the electric statement at least once per year **550,000**

#### Tampa Electric Bill Inserts

Insert promoting Renewable Energy will be included with both residential and business statements at least once a year. **600,000**

#### Renewable Energy Extra

Renewable Energy program newsletter produced twice per year and mailed to all Renewable Energy participants. This newsletter is also handed out at events, trade shows, etc. **2,000**

#### INSIGHT

Monthly newsletter mailed to all the men and women of TECO Energy and retirees at least once per year. **7,500**

#### Powerful Business

Electronic newsletter e-mailed to commercial and industrial customers at least once per year. **10,000**

#### Tampa Electric Web Site

Visit [tampaelectric.com](http://tampaelectric.com) to view the Power Partner list. Our web site receives more than 52,000 unique visitors per month, who view more than 348,000 pages. **624,000 Unique Visitors**

#### Press Release

Tampa Electric sends a press release when you become a Power Partner. **Public Release**

#### Speakers Bureau

As requested, Tampa Electric representatives will speak to the public about Renewable Energy and other environmental initiatives. **Varies Per Request**

#### Events and Trade Shows

Renewable Energy will be promoted at various events throughout the year such as Earth Day Tampa Bay. **Varies Per Event**

#### Other Opportunities

We look forward to promoting your involvement in other channels as they become available.