

Proposed Georgia Commission Marketing and Rebate Plan

Warm Thoughts Marketing

1. The Propane Matters - 100,000 pieces at .17 per piece. estimating 100,000 copies so \$17,000 x 2 plus shipping.
2. Ongoing web marketing at \$1,000 per month
3. Social media - Facebook \$2,000 per month (Love my propane Georgia)
4. Quarterly retainer \$3,000 per quarter. (Creative, SEO, Presentations at meetings...)
5. Initial website, which is essentially copy the NC site with whatever modifications needed for \$2,500. (www.propanenorthcarolina.com) would become www.Propane_Georgia.com

The total would be \$84,500 (plus shipping of Propane Matters) which is estimated at \$5K.

Georgia Rebate Programs

1. Appliance Rebate Program (Hot water and Gas Packs)– \$250 per rebate. \$250,000
2. HVAC Installer Rebates – \$25,000 – Per Year (\$300 for gas packs)
3. Administrative expenses - \$17,000
4. Rebate Docket Program Expenses - \$25,000

Total Expenses: \$398,500