



MONTANA HIGH SCHOOL ASSOCIATION

PROMOTING SUCCESS ON THE COURT, ON THE FIELD, ON STAGE
AND EVERYWHERE ELSE UNDER THE BIG SKY SINCE 1921.

TO: MHSА TOURNAMENT MANAGERS
FROM: BRIAN MICHELOTTI, EXECUTIVE DIRECTOR
RE: ENCLOSURES AND INSTRUCTIONS – NORTHWESTERN ENERGY

Enclosed please find the following items:

1. An announcement for NorthWestern Energy to be read over your P.A. system one time per game.
2. A NorthWestern Energy 30-second radio spot to be programmed one time per game. This is to be done at no cost to NorthWestern Energy. Radio stations that are given broadcast permission must understand this before they are given that permission.

Other items to note include:

Tickets

The tournament manager shall place twelve (12) tournament tickets (**all session reserved, if your event offers reserved seating**) at will call for the use of area NorthWestern Energy employees. In accordance with the corporate sponsorship agreement, these tickets are to be provided at no charge to NorthWestern Energy. Please require signatures from the employees requesting tickets. (See attached flyer)

Awards

Because of the involvement of NorthWestern Energy in the awards program, we are requesting that you involve the Company in the presentation of awards.

First, just prior to the presentation, announce that NorthWestern Energy is the sponsor of all MHSA awards. You might take a short statement from the P.A. announcement and use it.

Next, a NorthWestern Energy representative may be at your tournament to assist in the actual presentation of the awards. We have asked that he/she contact you and then you and the representative work out a procedure to fit your needs. A suggestion would be that you introduce the representative, and allow him/her to speak briefly if he/she wishes. If not, then have someone announce the awards and the NorthWestern Energy representative can present them.

We thank you in advance for your cooperation. If you have any questions, please contact the MHSA office.

Enclosures

NorthWestern Energy

Announcer's Copy

Please make the following announcement once during each session:

All Montana High School Association trophies, medals and awards for this academic year are sponsored by NorthWestern Energy.

These recognitions are presented for a wide scope of activities ranging from music and drama to basketball and volleyball. NorthWestern Energy's support for MHSA programs is based on the belief that competition should be encouraged and that excellence should be rewarded.

Participation and achievement in high school activities build the foundation for future excellence.

Radio Reads

NorthWestern Energy

1. Dedicated Service

NorthWestern Energy team members have a tradition of dedicated service and are committed to providing the highest quality customer service possible. When you need service, NorthWestern Energy workers will be there, 24 hours a day, 7 days a week. NorthWestern Energy team members are proud to keep Montana energized. NorthWestern Energy, Energy for Montana! (54 words)

2. Explore Your Boundaries

NorthWestern Energy is proud to sponsor the Montana High School Association and help students explore new boundaries. You can explore new boundaries, too, with NorthWestern Energy's new bill payment options. To learn more, visit northwesternenergy-dot-com, click on Manage Your Account and choose from the menu of bill paying options. Explore your boundaries with new payment-option solutions from NorthWestern Energy! (59 words)

3. Energy Efficiency Coaching

If you're a player in energy efficiency, NorthWestern Energy can give you some coaching. Like replacing standard light bulbs with compact fluorescent lamps and looking for the ENERGY-STAR® label when shopping for new appliances. NorthWestern Energy's Efficiency Plus Programs help you get more for your energy dollar. (47 words)

4. Teamwork

NorthWestern Energy salutes all of the players, coaches and fans of Montana High School Association sports. Montana students instill pride in all of us and inspire us with their teamwork. NorthWestern Energy team members also believe in the power of teamwork. Working together, we can continue a tradition of dedicated service. NorthWestern Energy, a proud sponsor of the Montana High School Association. (56 words)

5. Coaches and NorthWestern Energy

Coaches want players to focus their energy on winning the game. NorthWestern Energy wants to help you focus on using energy efficiently. Learn how you can get the most for your energy dollar by visiting NorthWestern Energy's Efficiency-Plus Website at northwesternenergy-dot-com-slash-energy. NorthWestern Energy, a proud sponsor of the Montana High School Association. (53 words)

6. Electrifying

Montana high school sports are electrifying, but NorthWestern Energy doesn't want you to be. Be careful with overhead power lines. Always assume a downed power line is dangerous. Don't take chances with your safety. Call NorthWestern Energy. Their workers are trained to handle electricity safely. NorthWestern Energy, we care about your safety. (52 words)

7. Carbon Monoxide Safety

Your team has great defense. You should exercise good defense, too, by having an annual heating system and appliance inspection. Call NorthWestern Energy or a qualified contractor to inspect and maintain your heating system and fuel-burning appliances. You'll protect your family against deadly carbon monoxide and get better energy efficiency, too! Brought to you by your defense partner, NorthWestern Energy's Efficiency Plus Programs. (63 words)

TOURNAMENT MANAGERS - PLEASE NOTE:

MHSA NorthWestern Energy

TICKET POLICY

***IN ACCORDANCE WITH THE CORPORATE
SPONSORSHIP AGREEMENT:***

- ◆ PLEASE PLACE TWELVE (12) TOURNAMENT TICKETS (**all session reserved, if your event offers reserved seating**) AT WILL CALL FOR THE USE OF NORTHWESTERN ENERGY EMPLOYEES.
- ◆ THESE TICKETS ARE TO BE PROVIDED AT NO CHARGE TO NORTHWESTERN ENERGY.
- ◆ PLEASE REQUEST SIGNATURES FROM THE EMPLOYEES REQUESTING TICKETS.
- ◆ INCLUDED IS A SAMPLE SIGNATURE SHEET FOR YOUR USE.

NORTHWESTERN ENERGY TICKET DISTRIBUTION

For Employees of NorthWestern Energy Attending MHS A Post Season Events

Please make twelve (12) tickets (**all session reserved, if your event offers reserved seating**) available for NorthWestern Energy employees as we do at all post-season events. Any NorthWestern Energy employee is entitled to two only, and a total of twelve is the maximum per event. Enclosed is a sheet for each employee to sign for tickets so that the tickets can be referenced.

No.	Date	Name of Employee Requesting Tickets	Employee's City
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			

The NorthWestern Energy employee's signature is required for each ticket that is distributed.