

Ameren Exhibit 35.1
BAP 23.01 Attach

AIC 2012
Sponsorships

Pearce Ex. 13.0
Attachment A

Self Disallowance After Reb.

Previously Provided Information

Staff Disallowed

Responses to BAP 23.01

Line	Recipient	Electric	Gas	Total	Date	Location	Sponsor-ship Description	Attend-ee Benefit	Mess-aging Description	Ad. Channels	Booth	Tangible Personal Benefits (Tickets Meals)	(Ameren Exh 6.2) Value of Tangible Personal Benefits	Voucher	Ad Ex. #	Gas	Electric	Total AIC Self Disallowance after Reb.	Total AIC Gas Self Disallowance	Total AIC Elec Self Disallowance	1) Explain why expense is necessary for delivery service;	2) Identify rate-payer benefits;	3) Provide rationale for recovery of expense from rate-payers;	4) Explain how expense qualifies as advertising expense;	5) Identify specific advertising category;	6) Identify specific advertising message;	7) Identify targeted audience; and	8) Identify the means or method in which the message was conveyed.	
16	INTERBUSINESS ISSUES NOT FOR PROFIT SPONSORSHIPS	2,376	1,584	3,960	Nov	Peoria	Ad space donated to not for profits	Public Welfare	Various	Magazine		0	1708765	19			0	0	0	Contribute Ad space to non profits	Info on non-profits	Allow-able advertising	Informs about oppor-tunities for services	I	Tazewell County Children's Advocacy Center Trivai Night	AIC customers in greater Peoria Area	Magazine		
17	CENTRAL ILLINOIS WW II REENACTMENT	300	200	500																									
18	WORLD WAR II REENACTMENT BOOK AD	300	200	500	Mar	Tremont	World War II Reenactment Events	Public Welfare	Safety	Booklet		0	1528356	10			0	0	0	Electric and Gas Safety	Safety around electric and gas lines	Allow-able Advertising	Informs group about safety	C, I	Stay tuned to Safety	AIC customers in greater Peoria Area	Booklet		
19	CHILDRENS HOME MAUI JIM CHARITY GOLF CLASSIC	1,500	1,000	2,500																									
20	SPONSORSHIP	1,500	1,000	2,500	Mar	Peoria	Maui Jim Charity Event	Public Welfare	Safety	Activities-golf	tickets	400	1521916			1,000	1,500	400	160	501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	n/a	
21	CITY OF EAST PEORIA	1,200	800	2,000																									
22	FESTIVAL OF LIGHTS PARADE WHALE FLOAT	1,200	800	2,000	Dec	East Peoria	Festival of Lights	Public Welfare	Energy Efficiency	Booklet, Float in Light parade		0	1640158	11			0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	Looking for a Better Way to Stay Warm This Winter?	AIC customers attending event	Program Book		
23	CITY OF ELMWOOD CANINE PROGRAM	300	200	500																									
24	SPONSORSHIP	300	200	500	May	Elmwood	Canine program	Public Welfare	Safety			0	1564944			200	300	0	0	non -501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	n/a	
25	CITY OF HILLSBORO ILLINOIS	1,200	800	2,000																									
26	PAYMENT 5 OF 5 LIGHTING AT SPORTS COMPLEX	1,200	800	2,000	July	Hillsboro	Lighting at Sports Complex	Public Welfare	Safety			0	1623016			800	1,200	0	0	Non 501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	n/a	
27	CITY OF PEORIA ILLINOIS	1,500	1,000	2,500																									
28	SPONSORSHIP - State of the City DANVILLE AREA	1,500	1,000	2,500	Jan	Peoria	Luncheon &Speaker Sponsorship	Public Welfare	Diversity		tickets	400	1736289			1,000	1,500	400	160	Educational message	Empl-oyment	Allow-able Advertising	Informs group about jobs	D, I	Joining Together for our Community	Peoria	Present-ation, coworker atten-dance		
29	COMMUNITY NJCAA MEN S NATIONAL BASKETBALL TOURNAMENT	900	600	1,500																									
30	TOURNAMENT	900	600	1,500	Dec	Danville	NJCAA Men's National Basketball Tournament	Public Welfare	Safety	Booklet		0	1736331	12			0	0	0	Educational- Safety	Safety around electricity	Allow-able Advertising	Informs group about safety	C, I	Stay tuned to Safety	Decatur	Program Booklet		

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61	KICKOFF BREAKFAST HOSPICE OF SOUTHERN ILLINOIS	106	70	176	Aug.	Peoria	Kick-off breakfast					tickets	176	1630826		70	106	176	70	106	Removed									
62	RED CARPET GALA ILLINOIS CENTRAL COLLEGE	300	200	500		Marion	Red Carpet Gala					tickets	500	1704363		200	300	500	200	300	Removed									
63	COUGAR PLEX 2ND INSTALLMENT SPONSORSHIP ILLINOIS DEPARTMENT OF AGRICULTURE	1,500	1,000	2,500	Apr.	East Peoria	Installment - Cougar Complex	Public Welfare	Safety				0	1543658		1,000	1,500	0	0	0	non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a	n/a	
64	ILLINOIS STATE FAIR SPONSORSHIP ILLINOIS HIGH SCHOOL ASSOCIATION	6,000	4,000	10,000	July	Spring-field	Sponsor area/booth	Public Welfare	Energy Efficiency	Bags		tickets	2500	1624141	13			2500	1000	1500	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	Kids ActOnEnergy	AIC Customers attending event	Bags		
65	MARCH MADNESS EXPERIENCE SPONSORSHIP AND BANQUET ILLINOIS INSTITUTE OF TECNOLOGY	25,500	17,000	42,500	Mar.	Peoria	Event Sponsor	Public Welfare	Energy Efficiency	Signage, Booklet		tickets	3000	1532126	18	17,000	25,500	3000	1200	2800	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Informs group about conserving energy	A, E, I	Choose an Energy Efficient Lifestyle	Energy Efficiency awareness	AIC customers attending event		
66	SPONSORSHIP FOR GREAT LAKES SYMPOSIUM ON SMART GRID and the new Energy Economy ILLINOIS STATE BLACK CHAMBER	9,000	6,000	15,000	Aug.	Chicago	Event Sponsor	Public Welfare	Safety		Booth		0	1630929		6,000	9,000	0	0	0	EIMA/MAP	EIMA-MAP Infra-structure changes	Allow-able Advertising	Informs group about pipes and wire, and meter improvements	A, C, E, I	We are modernizing our energy delivery system to improve reliability, safety, customer satisfaction.	AIC customers attending event	Nimloks, brochures		
67	SPONSORSHIP OF CHAMBER CONVENTION	6,000	4,000	10,000	July	Peoria	Event Sponsor	Public Welfare	Diversity, jobs				0	1605747				0	0	0	Employment Recruiting	Job Oppor-tunities	Allow-able Advertising	Informs about employ-ment	D, I	Joining Together for our Community	AIC customers attending event	Program Booklet		

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121	SANTA CLAUS PARADE UNDER THE SEA FLOAT	600	400	1,000	Dec.	Peoria	Event Sponsor-Santa Claus Parade	Public Welfare	Other	Float in parade		0	1679613			400	600	0	0	0	non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a
122	YULE LIKE PEORIA POLE DECORATION	126	84	210	Oct.	Peoria	Event Sponsor-Holiday Decorations	Public Welfare	Other			0	1694456			84	126	0	0	0	non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a
123	PEORIA CHIEFS	2,880	1,920	4,800												1,920	2,880	4800	1920	2880	Removed							
124	SEASON TICKETS	2,880	1,920	4,800	Jan.	Peoria	Baseball season tickets				tickets	4800	1480136			1,920	2,880	4800	1920	2880	Removed							
125	PEORIA CIVIC CENTER	28,602	19,068	47,669																								
126	BROADWAY THEATER SERIES SPONSORSHIP	16,500	11,000	27,500	Aug.	Peoria	Program Sponsor-Broadway Theatre	Public Welfare	Other		tickets	17000	1640162	16		11,000	16,500	17000	6800	10200	Energy Efficiency awareness	Act-On-Energy Program Knowledge Act-On-Energy Program Knowledge Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	ActOnEnergy.com	AIC Customers attending event	Signage
127	Peoria Civic Center Signage Agreement	10,584	7,056	17,640	Jan.	Peoria	Program Sponsor-Civic Center	Public Welfare	Energy Efficiency	Signage, Internet		0	1481062	16		7,056	10,584	0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	ActOnEnergy.com	AIC Customers attending event	Signage
128	PURCHASING RATE	318	212	529								0		16		212	318	0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	ActOnEnergy.com	AIC Customers attending event	Signage
129	WORLDVEST SPONSORSHIP	1,200	800	2,000	Nov.	Peoria	Event Sponsor - Worldfest	Public Welfare	Other			0	1705698	16		800	1,200	0	0	0	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	ActOnEnergy.com	AIC Customers attending event	Signage
130	PEORIA OFFICIALS ASSOCIATION	150	100	250																								
131	SPONSORSHIP FOR HOSPITALITY ROOM AT MARCH MADNESS	150	100	250	Mar.	Peoria	Event Sponsor-IHSA Officials	Public Welfare			meals	250	1514831			100	150	250	100	150	Removed							
132	PEORIA RIVERMEN HOCKEY	24,182	16,122	40,304																								
133	SPONSORSHIP	24,182	16,122	40,304	Nov.	Peoria	Program Sponsor - Goals for Kids	Public Welfare	Energy Efficiency, Kids Act-On-Energy	Booklet		6000	1702070	17		16,122	24,182	6000	2400	3600	Energy Efficiency awareness	Act-On-Energy Program Knowledge	Allow-able Advertising	Inform group about conserving energy	A, E, I	KidsActOnEnergy - GOALS program	AIC customers and families attending events	Program Booklet, Goals Card,

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166	FISH FRY SPONSORSHIP WEST RICHLAND PARENT TEACHER ORGANIZATION	60	40	100	July	Bath	Event Sponsor - Fish Fry	Public Welfare	Other				0	1608733		40	60	100	40	60	Removed									
167	ONE HUNDRED DOLLAR DONATION TO THE WEST	60	40	100			Fundraiser Contribution	Public Welfare	Other				0	1689897		40	60	0	0	0	non-501c3 contribution	Public Welfare	Sec 9-227 PUA	n/a	n/a	n/a	n/a	n/a		
168	RICHLAND P ADVERTISERS	60	40	100	Oct	Noble							0			40	60	0	0	0										
169	PRINTING	17,738		17,738			Printing for various Customer Communications including Cold Weather Rule letter, meter brochure, energy advisor brochure, budget billing brochure, note card and envelopes, Point of View and Social Responsibility booklets.																							
170	Ameren Corporate Informational Printing	16,069		16,069	Var.	Illinois service area		Public Welfare Educ.	Customer Service messages	Letters, brochures, booklets			0	Various			16,069	0	0	0	Educational messaging	Customer Service Information	Allow-able Advertising	Informs reader about customer services	G, I	Various	AIC Customers	Letters, brochures, booklets		
171	PURCHASING RATE	336		336													336	0	0	0	Educational messaging	Customer Service Information	Allow-able Advertising	Informs reader about customer services	G, I	Various	AIC Customers	Letters, brochures, booklets		
172	TAX TOTALS	1,333		1,333									61287			1,333	0	0	0	0	Educational messaging	Customer Service Information	Allow-able Advertising	Informs reader about customer services	G, I	Various	AIC Customers	Letters, brochures, booklets		
													94055	1,333	64690	25519	40171													

