



LAUNCH OF INWIN CONTRACTOR CO-OP ADVERTISING PROGRAM

Consumers Energy is pleased to announce the launch of the [Co-Op Advertising Program](#) for Insulation and Windows (INWIN) Trade Allies that received a gold, silver or bronze badge in 2020!

Matching funds are available for advertisements taking place between Nov. 1 and Dec. 15, 2020. Trade Allies will be able to receive up to \$3,000 in matching advertising funds for qualifying advertising buys, up to 50% of the total cost of their buy. Trade Allies must use the co-branded advertisements for digital banner advertisements, print advertisements and direct mail postcard mailings to be eligible for funding. Current contractors who achieved Gold level status in 2020 have exclusive access to co-op Facebook advertisements.

Please see the [Co-Op Advertising Program Guidelines and Elements](#) for further information and eligibility requirements

Thank you for your continued support of the Consumers Energy INWIN program! Please contact the Account Advocate Team for extra support.

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