



HVAC CONTRACTOR CO-OP ADVERTISING PROGRAM

Consumers Energy is pleased to announce the continuation of the [Co-Op Advertising Program](#) for Heating, Cooling and Water Heating program (HVAC) Trade Allies in 2021.

Matching funds are available for advertisements taking place between Feb. 1 and Oct. 31, 2021. Trade Allies will be able to receive up to \$5,000 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, direct mail postcard mailings and radio advertisements to be eligible for funding. Current contractors who achieved Gold level status in 2021 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 HVAC program! Please contact the Account Advocate Team for extra support.

Account Advocate Team
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