



## CO-OP ADVERTISING FUNDS STILL AVAILABLE!

Consumers Energy Heating, Cooling and Water Heating (HVAC) program would like to remind you of the availability of Co-op Advertising Program funds for 2019.

The HVAC co-op program provides matching funds to our participating contractors to promote central air conditioner replacements, furnace replacements and comprehensive tune-ups that are eligible for utility rebates.

Contractors are able to reserve up to \$5,000 in matching funds for print advertisements, digital banner advertisements, direct mail postcard mailings and community outreach events through Oct. 31, 2019.

All co-op ad templates have recently gone through a design update. Contractors that reserve funds now will have access to these new templates.

**What does my company need to do to get started?** Your company will need to submit a [Funds Reservation Request Form](#) (page five of the co-op guidelines) and advertising creative for approval before any ads begin running. **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 with any additional questions.

Account Advocate Team  
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