

Home Performance with ENERGY STAR®

Participating Contractor Co-Op Advertising Program



Grow Your Business With Promotional Support From the Home Performance with ENERGY STAR Program

Consumers Energy is providing co-operative advertising funding to participating contractors to assist in the promotion of the Consumers Energy Home Performance with ENERGY STAR program. Contractors will be able to reserve up to \$4,000 in matching advertising funds for advertising taking place between Jan. 1 and Oct. 31, 2020. Matching funds are available for digital banner advertisements, print advertisements, direct mail postcard mailings, community events and radio advertisements.

New in 2020: Current contractors who achieve Gold level status in 2020 now have exclusive access to co-op Facebook advertisements.



Program Details

- Matching funds are available for digital banner advertisements, print advertisements, direct mail postcard mailings and community events that run between Jan. 1 and Oct. 31, 2020. To qualify for funding, contractors must email hpwescoopads@icf.com to request the advertisement templates shown in this guide and use them as described on page 5 under the Reimbursement Process section.
- Matching funds are available to reimburse 50% of the total advertising cost, up to \$4,000 per participating contractor. Funding will be on a first-come, first-served basis until available funds are reserved.
- Using the form on page 6, request matching funds for your planned advertising. See pages 5 and 6 for submission deadlines.
- All supporting documentation for advertising reimbursement must be received by ICF by Nov. 15, 2020. Matching funds will be disbursed by Jan. 31, 2021.

Note: Receiving confirmation that funds have been reserved for your planned advertising does not guarantee that you will receive co-op advertising funds; all other conditions must be met with respect to acceptable run dates and verification documentation to receive reimbursement.

Acceptable Media Formats and Approval Process

Consumers Energy has designed advertisement templates to be used by contractors in the Co-Op Advertising program. Please read the following for advertisement specifications and instructions.

Digital Banner Advertisements

- Digital banner advertisements are available in three sizes (728 x 90, 300 x 250, 160 x 600), three color options (dark blue, light blue and white) and two message options (savings and comfort), as shown on pages 7, 8 and 9. These templates allow space for contractors to add their own custom advertisement. Email hpwescoopads@icf.com to request the advertisement template files.
- Contractor may request a custom-sized digital advertisement by emailing hpwescoopads@icf.com. Please include the size you need, which color advertisement you prefer and whether you'd like the "savings" or "comfort" message option. Allow two weeks for delivery of the custom-sized advertisement and an additional two weeks for the approval process.
- Banner ads should link to your company's webpage to enable customers to find more information about your business.
- For contractors to qualify for co-funding, banner ad files must be used as is. Contractors are not permitted to modify the pre-approved designs.
- Contractor must submit all advertising designs for approval before the advertising runs. Approval will require at least five business days. Please email all materials to hpwescoopads@icf.com for approval.

Print Advertisements

- Print advertisement templates are shown beginning on page 10. These templates allow space for contractors to add their own custom advertisement.
- Email hpwescoopads@icf.com to request the advertisement template package.
- Contractor may request a custom-sized print advertisement by emailing hpwescoopads@icf.com. Please include the size you need, whether you prefer the dark blue or light blue advertisement and whether you'd like the "savings" or "comfort" message option. Allow two weeks for delivery of the custom-sized advertisement and an additional two weeks for the approval process.
- For a contractor to remain eligible for co-funding, the Consumers Energy-branded portion of the ad must not be removed or modified in any way. Before advertisements are placed, contractors must submit their final ad design to Consumers Energy for approval to ensure that the ad remains in line with program branding.
- Ads must be in four-color process, to allow for correct reproduction of the Consumers Energy element.
- Contractor must submit all advertising designs for approval before the advertising runs. Approval will require at least five business days. Please email all materials to hpwescoopads@icf.com for approval.

Direct Mail Postcards

- Direct mail postcards are available in two designs, as shown on pages 22 and 23. These templates allow space for contractors to add their own custom advertisement. Email hpwescoopads@icf.com to request the template package.
- Quantities of up to 2,000 postcards are available to contractors free of charge. Request postcards by completing the Funds Reservation Request Form on page 6. For pricing on larger orders, please contact the program team at hpwescoopads@icf.com. Postage costs for distributing to your customer base are eligible for co-funding through the co-op program.
- Contractor must submit all advertising designs for approval before the advertising runs. Approval will require at least five business days. Please email all materials to hpwescoopads@icf.com for approval.

Community Events

- To qualify for registration booth co-funding, contractor must display the following Home Performance with ENERGY STAR program collateral at a community outreach event:
 - » What to Expect brochure
 - » Home Performance with ENERGY STAR program application
 - » 2020 customer incentives sheet
 - » "Whole-house solution" program fact sheet
- To request additional program collateral for an event, please visit the Digital Storefront at: ConsumersEnergy.com/storefront
- Contractor must submit a photo of the event table for approval during or after the event. Proof of attendance and submission of the registration invoice are required for reimbursement. Approval will require at least five business days. Please email the photo to hpwescoopads@icf.com for approval.

Radio Script

- An approximately 30-second script can be found on page 24.
- Portions of the script can be adjusted to be specific to your business.
- To maintain your eligibility for co-funding, the Consumers Energy-branded portion of the script should not be modified in any way.
- Once the advertisement is recorded, the contractor must submit all audio files for approval before placement. Approval will require at least five business days. Please email all materials to hpwescoopads@icf.com for approval.
- ICF will notify contractors if the advertisement needs to be pulled or put on hold due to power outages or severe weather circumstances.

Facebook Advertisements (Sponsored Posts)

- To qualify for Facebook advertising co-funding, contractor must have:
 - » Achieved Gold level status for 2020
 - » An active Facebook page for the company that is an active Home Performance with ENERGY STAR program Trade Ally
 - » A Facebook page moderator who responds to customer comments
- Facebook ads are available in four image options and two message options (savings and comfort). Examples of the Facebook ad templates are on page 25.
- If approved for co-funding, the contractor must agree to respond to any negative customer comments within 24 hours using a scripted response that will be delivered with the ad templates. The contractor must also send a screenshot of the comment(s) and response(s) to hpwescoopads@icf.com
- Facebook ads should link to your company's webpage so that customers can find more information about your business.
- Image files and content must be used as-is. Contractors are not permitted to modify the pre-approved materials.
- The contractor must submit the Facebook preview link for approval before the advertisement runs. Approval will require at least five business days. Please email all materials to hpwescoopads@icf.com for approval.
- ICF will notify contractors if the advertisement needs to be pulled or put on hold due to power outages or severe weather circumstances.

Reimbursement Process

To receive funding, you must include supporting documentation for each type of advertisement. Please see the specifications below.

- Supporting documentation will vary based on media being used:
 - **Digital Banner Ads:** Invoice from the media outlet and screenshot of banner ad(s) online
 - **Print Ads:** Invoice from the print publication (e.g., newspaper, magazine) and a tear sheet for each run date
 - **Direct Mail Postcards:** Postage receipt from the United States Postal Service or the vendor used
 - **Community Events:** Invoice from the event and photo of table at the event
 - **Radio Script:** Invoice from the radio station and final audio file
 - **Facebook Advertisement:** Invoice from Facebook and preview link of the ad being run
- Supporting documentation must be received by Consumers Energy HPwES Co-Op Ad Program c/o ICF at the Jackson address no later than Nov. 15, 2020. There will be no exceptions to this deadline. Documentation received after Nov. 15, 2020, will result in no co-op advertising funds being awarded. For all advertisement types, please also include a copy of your company's W-9 form, required by ICF to process your payment.
- If supporting documentation has been scanned, it may be submitted by mail, fax or email. If submitting by mail, documentation must be received on or before Nov. 15, 2020. A Nov. 15 postmark will not qualify.

By mail:

Consumers Energy HPwES Co-Op Ad Program
c/o ICF
P.O. Box 1468
Jackson, MI 49204

By email:

hpwescoopads@icf.com

- Reimbursement will occur in the form of a check to the contractor, which will be issued on or before Jan. 31, 2021.

Co-Op Advertising Program Checklist

- **By Aug. 1, 2020, request matching funds for your planned advertising** using the form on the next page. Please submit your request by Aug. 1 so that we may earmark funds for your company. Funding is available on a first-come, first-served basis. Funding requests may not be submitted after Aug. 1.
- **Email hpwescoopads@icf.com** to request prints and/or the template package for your advertisements.
- **Submit your ad design for review and approval at least 10 days prior** to your advertisement's start date. Please allow our team as much review time as possible to account for any requested revisions to your company's ad.
- **By Nov. 15, 2020, submit supporting documentation** for your advertisements that run between Jan. 1 and Oct. 31, 2020, along with your company's W-9 form for payment processing.

Funds Reservation Request Form

To be eligible to receive co-op funds, contractor must submit completed form by Aug. 1, 2020, or 10 business days (minimum) before advertisement insertion deadline, whichever comes first. Please submit your request for funding as soon as possible. Funding is available on a first-come, first-served basis and is not guaranteed.

Company Name:		Contact Name:
Street Address:		
City:	State:	ZIP:
Email Address:	Telephone:	Fax:

Media	Run Date(s)	Total Cost	Estimated Impressions
<input type="checkbox"/> Digital Banner Ads	_____	_____	_____
<input type="checkbox"/> Print Ads	_____	_____	_____
<input type="checkbox"/> Radio Ads	_____	_____	_____
<input type="checkbox"/> Facebook Ads (Gold level contractors only)	_____	_____	_____

Direct Mail	Mail Date	Total Postage Cost	Total Postcards Requested
<input type="checkbox"/> Direct Mail Postcard	_____	_____	_____

Note: Marketing material may only be used during run date(s) or mail date.

Community Events	Event Date(s)	Total Cost
_____	_____	_____

Matching funds requested: \$_____ (50% of total cost, up to \$4,000)

I acknowledge and agree that requesting and/or receiving confirmation that funds have been reserved for my planned advertising does not guarantee that I will receive co-op advertising funds, and that all other conditions must be met with respect to acceptable run dates and verification documentation to receive reimbursement.

Contractor: _____

Authorized Representative: _____

Title: _____

Date: _____

Signature: _____

Please submit this completed form to hpwescoopads@icf.com

Digital Banner Ads


“Savings” Message



Take The First Step Toward Savings
Get up to **\$4,000** in rebates from Consumers Energy.

Your ad goes here

Your logo goes here




Take The First Step Toward Savings
Get up to **\$4,000** in rebates from Consumers Energy.

Your ad goes here

Your logo goes here

728 X 90 pixels
Available in dark blue and white


“Comfort” Message



Find Comfort in an Efficient Home
Get up to **\$4,000** in rebates from Consumers Energy.

Your ad goes here

Your logo goes here



Find Comfort in an Efficient Home
Get up to **\$4,000** in rebates from Consumers Energy.

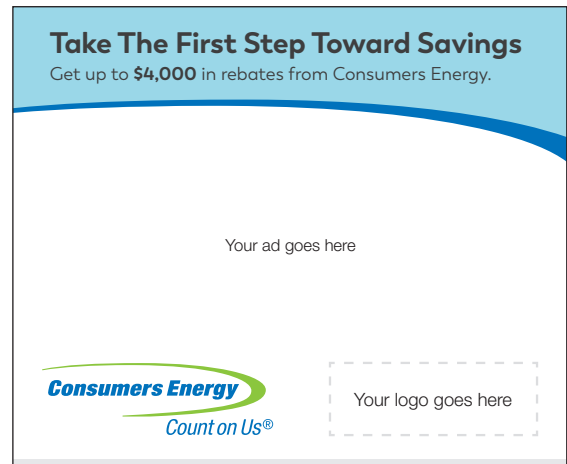
Your ad goes here

Your logo goes here

728 X 90 pixels
Available in dark blue and white

Digital Banner Ads

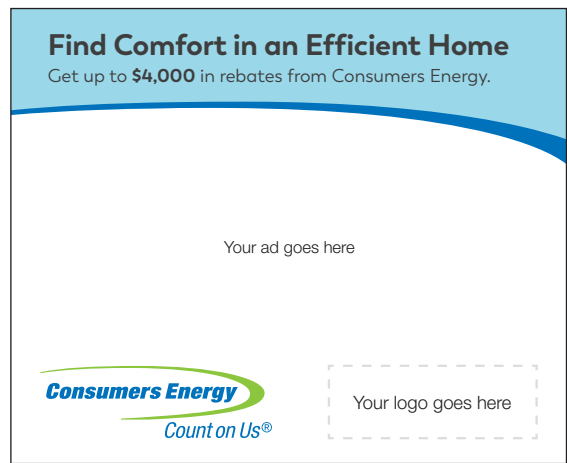
“Savings” Message



300 X 250 pixels

Available in dark blue and light blue

“Comfort” Message



300 X 250 pixels

Available in dark blue and light blue

Digital Banner Ads



“Savings” Message

Take The First Step
Toward Savings

Get up to **\$4,000** in rebates
from Consumers Energy.

Your ad goes here

Your logo goes here





Take The First Step
Toward Savings

Get up to **\$4,000** in rebates
from Consumers Energy.

Your ad goes here

Your logo goes here



160 X 600 pixels
Available in dark blue and light blue



“Comfort” Message

Find Comfort in
an Efficient Home

Get up to **\$4,000** in rebates
from Consumers Energy.

Your ad goes here

Your logo goes here





Find Comfort in
an Efficient Home

Get up to **\$4,000** in rebates
from Consumers Energy.

Your ad goes here

Your logo goes here

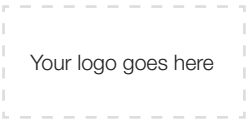


160 X 600 pixels
Available in dark blue and light blue

Print Ads

Placement suggestion — Vertical Ad: 5.5" X 5.5"
Available in dark blue and light blue

"Savings" Message

<p>Take The First Step Toward Savings</p> <p>Contact this contractor to learn how you can get up to \$4,000 in rebates from Consumers Energy.</p>	<p>Your ad goes here</p>
<p> Consumers Energy <i>Count on Us®</i></p> <p>ConsumersEnergy.com/homeperformance</p>	<p> Your logo goes here</p> <p> HOME PERFORMANCE WITH ENERGY STAR</p> <p><small>Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.</small></p>

Email hpwescoopads@icf.com to request the advertisement template package.

Print Ads


Placement suggestion — Horizontal Ad: 5.5" X 5.5"
Available in dark blue and light blue

"Savings" Message

Take The First Step Toward Savings


Contact this contractor to learn how you can get up to **\$4,000** in rebates from Consumers Energy.

Your ad goes here



Consumers Energy
Count on Us®

Your logo goes here



HOME PERFORMANCE WITH
ENERGY STAR

ConsumersEnergy.com/homeperformance

Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

Print Ads

Placement suggestion — Vertical Ad: 5.5" X 5.5"

Available in dark blue and light blue

"Savings" Message

Take The First Step Toward Savings	
Contact this contractor to learn how you can get up to \$4,000 in rebates from Consumers Energy.	
Your ad goes here	
	<div>Your logo goes here</div>
ConsumersEnergy.com/homeperformance	 <small>Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.</small>

Email hpwescoopads@icf.com to request the advertisement template package.

Print Ads

Placement suggestion — Horizontal Ad: 5.5" X 5.5"

Available in dark blue and light blue

"Savings" Message

Take The First Step Toward Savings

Contact this contractor to learn how you can get up to **\$4,000** in rebates from Consumers Energy.

Your ad goes here



ConsumersEnergy.com/homeperformance

Your logo goes here



Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

Print Ads

Placement suggestion — Vertical Ad: 5.5" X 8"
Available in dark blue and light blue

"Savings" Message

Take The First Step Toward Savings

Contact this contractor to learn how you can get
up to **\$4,000** in rebates from Consumers Energy.

Your ad goes here



ConsumersEnergy.com/homeperformance

Your logo goes here



Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

Email hpwescoopads@icf.com to request the advertisement template package.

Print Ads

Placement suggestion — Vertical Ad: 5.5" X 8"
Available in dark blue and light blue

"Savings" Message

Take The First Step Toward Savings

Contact this contractor to learn how you can get
up to **\$4,000** in rebates from Consumers Energy.

Your ad goes here



ConsumersEnergy.com/homeperformance

Your logo goes here



Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

Email hpwescoopads@icf.com to request the advertisement template package.

Print Ads

Placement suggestion — Vertical Ad: 5.5" X 5.5"

Available in dark blue and light blue

"Comfort" Message

Find Comfort in an Efficient Home

Contact this contractor to learn how you can get up to **\$4,000** in rebates from Consumers Energy.

Your ad goes here



Your logo goes here



Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

ConsumersEnergy.com/homeperformance

Print Ads

Placement suggestion — Horizontal Ad: 5.5" X 5.5"


Available in dark blue and light blue

"Comfort" Message

Find Comfort in an Efficient Home


Contact this contractor to learn how you can get up to **\$4,000** in rebates from Consumers Energy.

Your ad goes here



Consumers Energy
Count on Us®

Your logo goes here



HOME PERFORMANCE WITH
ENERGY STAR

ConsumersEnergy.com/homeperformance

Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

Print Ads

Placement suggestion — Vertical Ad: 5.5" X 5.5"

Available in dark blue and light blue

"Comfort" Message


Find Comfort in an Efficient Home

Contact this contractor to learn how you can get up to **\$4,000** in rebates from Consumers Energy.

Your ad goes here



Your logo goes here



ConsumersEnergy.com/homeperformance

Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

Print Ads

Placement suggestion — Horizontal Ad: 5.5" X 5.5"
Available in dark blue and light blue

"Comfort" Message

Find Comfort in an Efficient Home

Contact this contractor to learn how you can get up to **\$4,000** in rebates from Consumers Energy.

Your ad goes here



Consumers Energy
Count on Us®

Your logo goes here



HOME PERFORMANCE WITH
ENERGY STAR

ConsumersEnergy.com/homeperformance

Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

Print Ads

Placement suggestion — Vertical Ad: 5.5" X 8"

Available in dark blue and light blue

"Comfort" Message

Find Comfort in an Efficient Home

Contact this contractor to learn how you can get up to **\$4,000** in rebates from Consumers Energy.

Your ad goes here



ConsumersEnergy.com/homeperformance

Your logo goes here



Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

Email hpwescoopads@icf.com to request the advertisement template package.

Print Ads

Placement suggestion — Vertical Ad: 5.5" X 8"
Available in dark blue and light blue

"Comfort" Message

Find Comfort in an Efficient Home

Contact this contractor to learn how you can get
up to **\$4,000** in rebates from Consumers Energy.

Your ad goes here



ConsumersEnergy.com/homeperformance

Your logo goes here



Funds are limited and available on a first-come, first-served basis. This offer is valid for Consumers Energy residential customers only.

Email hpwescoopads@icf.com to request the advertisement template package.

Design One

Find Comfort in an Efficient Home

Make energy saving upgrades and get rebates up to \$4,000.





ConsumersEnergy.com/homeperformance

Your logo goes here




Take The First Step Toward Savings

When you schedule a Comprehensive Home Assessment, a participating contractor will examine your home using the latest in building technology. Then, you'll get a customized plan with ways to improve comfort and reduce energy use.

After you make upgrades like sealing air leaks, adding insulation or installing a high efficiency furnace, you'll be eligible for **rebates up to \$4,000** from Consumers Energy.

Contact this contractor to learn more.

Your ad goes here



Energy Efficiency Programs
P.O. Box 1468
Jackson, MI 49204-1468

02/20

Comprehensive Home Assessments are full-service, diagnostic energy audits. Audits through the Consumers Energy Home Energy Analysis program are basic audits and do not qualify for Home Performance with ENERGY STAR® program rebates.

Design Two

Find Comfort in an Efficient Home

Make energy saving upgrades and get rebates up to \$4,000.





Your logo goes here



ConsumersEnergy.com/homeperformance

Take The First Step Toward Savings

When you schedule a Comprehensive Home Assessment, a participating contractor will examine your home using the latest in building technology. Then, you'll get a customized plan with ways to improve comfort and reduce energy use.


After you make upgrades like sealing air leaks, adding insulation or installing a high efficiency furnace, you'll be eligible for **rebates up to \$4,000** from Consumers Energy.

Contact this contractor to learn more.

Your ad goes here

02/20

Comprehensive Home Assessments are full-service, diagnostic energy audits. Audits through the Consumers Energy Home Energy Analysis program are basic audits and do not qualify for Home Performance with ENERGY STAR® program rebates.



Energy Efficiency Programs
P.O. Box 1468
Jackson, MI 49204-1468

Radio Script

(Approximately 30-Second Script)

Hey, Michigan homeowners. Want to save energy and stay comfortable year-round? Contact _____ to schedule a Comprehensive Home Assessment. You'll get a customized report outlining ways to reduce energy waste, create a more comfortable indoor environment and protect Michigan's natural resources. Plus, Consumers Energy offers rebates up to four thousand dollars on qualifying upgrades, like insulation, air sealing and more. Schedule with _____ by calling _____ today!

Facebook Advertisements

(Gold Level Contractors Only)

“Savings” Message

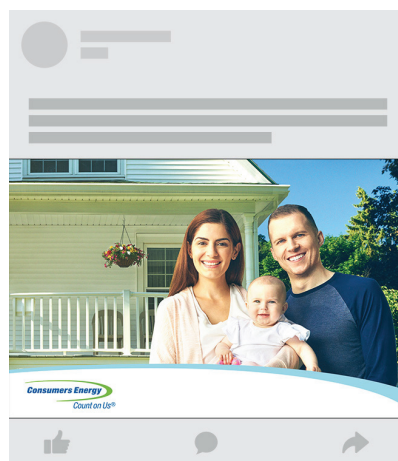
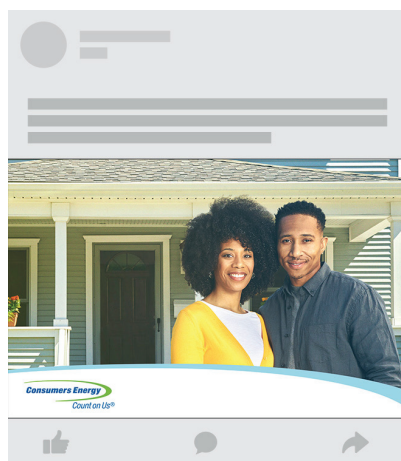
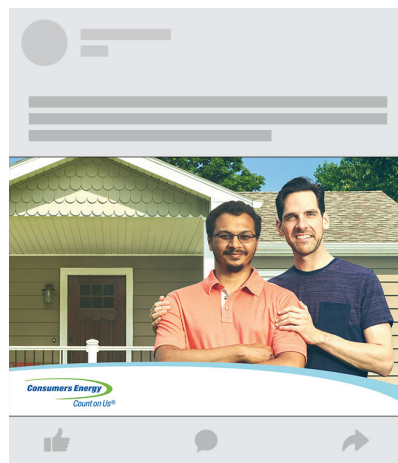
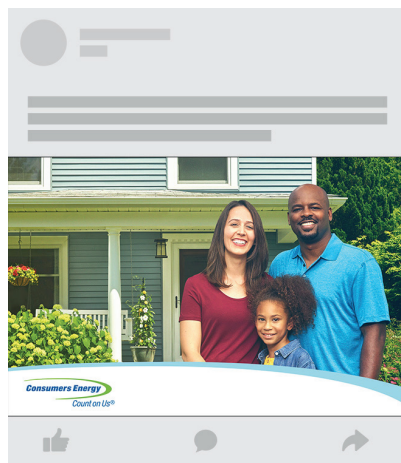
Want to reduce energy costs in all types of weather? Save up to \$4,000 on home upgrades with rebates from Consumers Energy. Contact us today to learn more. [CONTRACTOR URL]

“Comfort” Message

Tired of drafty rooms and inconsistent temperatures? Make upgrades and get up to \$4,000 in rebates from Consumers Energy. Contact us today to learn more. [CONTRACTOR URL]

Negative Comment Message

Thank you for sharing about your experience with Consumers Energy. We forwarded your post to Consumers Energy. Please let us know if there is anything else we can do to help out.



Email hpwescoopads@icf.com to request the advertisement template package.