



Residential Heating, Cooling and Water Heating Program

# Preferred Contractor Marketing Kit

Helping Contractors That Go Above and Beyond





# Overview

## Customers want contractors that are active and proficient in the energy efficiency programs offered by Consumers Energy.

That's why we're offering support to Trade Allies that have earned Gold, Silver or Bronze status in the Consumers Energy Residential Heating, Cooling and Water Heating (HVAC) program with marketing materials that advertise their achievement. Sign the attached agreement form and place an order to receive marketing collateral.

Badge and marketing materials are updated annually with data from the previous calendar year.

Gold contractors have exclusive access to digital badge files, which can be used in digital media, social media, print advertisements and on their website.

## Requirements

- All Preferred Contractor marketing kit materials must be used to promote the program in which the badge is awarded.
- Contractors are not permitted to misrepresent their badge status when performing services that fall outside of the energy efficiency programs in which they participate (Insulation and Windows; Residential Heating, Cooling and Water Heating; Home Performance with ENERGY STAR®).
- Contractors must read and adhere to the product use guidelines on pages 2-3. **Failure to comply may result in removal from the online directory.**
- Contractors must complete the agreement form on page 4 before using badges.
- Contractors can order materials for their awarded status by using the material request form on page 5.



# Product Use Guidelines

## DO

## DON'T

### Sticker for Collateral



Use sticker on your quote, collateral or invoice.

**X** Use sticker on materials that do not promote the energy efficiency programs\* in which you participate.

### Window Decal



Display decal on your company door or vehicle window.

**X** Display decal on your vehicle window when you are not working or when you are performing services that fall outside the energy efficiency programs\* in which you participate.

### Magnet



Combine magnet with your business card, quote or collateral.

**X** Use magnet with materials that do not promote the energy efficiency programs\* in which you participate.

\*Insulation and Windows; Residential Heating, Cooling and Water Heating; Home Performance with ENERGY STAR

# Product Use Guidelines

Funding is not available for these uses.

## DO

## DON'T

### Digital Badge for Website (Gold contractors only)



Align the digital badge horizontally to the right of your company logo.

Submit website link for approval of badge placement.

- ✗ Use digital badge on webpages that do not promote the energy efficiency programs\* in which you participate.
- ✗ Display past year badges on your website.

### Digital Badge for Print and Digital Ads (Gold contractors only)



Link digital and social media ads to your company's webpage so that customers can find more information about your business.

Align the digital badge horizontally to the right of your company logo.

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.

- ✗ Use digital badge on advertisements that do not promote the energy efficiency programs\* in which you participate.
- ✗ Display past year badges on your advertisements.

\*Insulation and Windows; Residential Heating, Cooling and Water Heating; Home Performance with ENERGY STAR

# Agreement Form

Contractor must submit completed form before using marketing materials.

## Contractor Information

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

## Status

☐ Gold



☐ Silver



☐ Bronze



I acknowledge and agree that all conditions must be met as outlined in the Preferred Contractor marketing kit overview and product use guidelines.

Contractor: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please submit the signed agreement and material request forms to [consumershvac@icf.com](mailto:consumershvac@icf.com)

# Material Request Form

## Status

☐ Gold

Funds:  
\$500



☐ Silver

Funds:  
\$300



☐ Bronze

Funds:  
\$150



Funds are available per participating contractor based on awarded badge. Funding will be on a first-come, first-served basis until depleted.

## Available Products

2022 HVAC

### Sticker for Collateral

White glossy labels with  
badge artwork  
**1.5 x 1.5 inches**

Order Quantity:

- ☐ 50    \$190  
☐ 75    \$290  
☐ 125    \$460

2022 HVAC

### Window Decal

Transparent vinyl decals  
(static stick) with badge artwork  
**5 x 4.5 inches**

Order Quantity:

- ☐ 5    \$45  
☐ 10    \$75  
☐ 15    \$100

2022 HVAC

### Magnet

White magnets with  
badge artwork  
**3 x 3 inches**

Order Quantity:

- ☐ 25    \$15  
☐ 50    \$35  
☐ 75    \$40

2022 HVAC

### Digital Badge

JPEG file

For Gold contractors only.  
Funding is not available for  
digital badge use.

Intended Use:

- ☐ Website  
☐ Print and Digital Ad

Materials are available for order in quantities listed above.

## Delivery Information

Company Name:		Contact Name:
Street Address:		
City:	State:	ZIP:
Email:		
Company Website: (if requesting digital badge for website use)		

Please submit the signed agreement and material request forms to [consumershvac@icf.com](mailto:consumershvac@icf.com)