



LAUNCH OF HPWES CONTRACTOR CO-OP ADVERTISING PROGRAM

The Consumers Energy Home Performance with ENERGY STAR® (HPwES) program is pleased to announce in 2020, the Co-Op Advertising Program. Through this program, participating contractors are eligible for co-operative advertising funding to assist in promoting the HPwES program.

What advertisements are eligible under this program? Matching funds are available to advertise rebates through the Consumers Energy HPwES program. Contractors will be able to reserve advertising funds for digital banner advertisements, print advertisements, direct mail postcard mailings, community events, and radio advertisements.

New in 2020: Contractors who achieve gold level status in 2020 now have exclusive access to co-op Facebook advertisements!

How much funding can my company receive? Contractors will be able to reserve up to \$4,000 in matching advertising funds for qualifying advertising buys, up to 50% of the total cost of their buy. Contractors must use the co-branded advertisements to be eligible for funding (see [Co-Op Advertising Program Guidelines and Elements](#)).

When can I advertise to be eligible? Funding is available for advertisements taking place between Jan. 1 and Oct. 31, 2020.

What does my company need to do to get started? Please review the Guidelines and Elements. Your company will need to submit a Funds Reservation Request Form to the program by Aug. 1, 2020.

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 HPwES program! Please contact the Account Advocate Team for extra support.

Account Advocate Support Team
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ConsumersEnergy.com/myhome

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