



NEW PREFERRED CONTRACTOR MARKETING KIT FOR CONSUMERS ENERGY TRADE ALLIES

Consumers Energy is excited to announce the launch of the [Preferred Contractor Marketing Kit](#) for 2021.

The Preferred Contractor Marketing Kit provides Trade Allies that have earned Gold, Silver or Bronze status in the Consumers Energy Heating, Cooling and Water Heating (HVAC) program with marketing materials that advertise their achievement. Through this offering, contractors are eligible for funding to assist in promoting their badge status.

How much funding can my company receive? Contractors are eligible for funds as outlined below to order marketing materials to promote their achievement.

- Gold badge \$500
- Silver badge \$300
- Bronze badge \$150

What marketing materials are provided under this program?

Funds are available to order stickers for collateral, window decals and magnets with badge status artwork.

Gold contractors now have exclusive access to digital badge files, which can be used in digital media, social media, print advertisements and on their website (funding not available for these items).

What does my company need to do to get started? Your company will need to submit an [Agreement Form](#) (page four of the marketing kit) and a [Material Request Form](#) (page five of the marketing kit) to consumershvac@icf.com. Please see the [Preferred Contractor Marketing Kit](#) for further information and eligibility requirements.

Note: All Consumers Energy Trade Ally contractors will have the opportunity to improve their badge rank and status once per calendar year. Badge and marketing materials are updated annually with data from the previous calendar year.

Thank you for your continued support of Consumers Energy's programs! For more information about the [preferred contractor program](#), please contact the Account Advocate Team.

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