



Northwest ENERGY STAR® Homes

2011 COOPERATIVE MARKETING FUNDS

Verifier + Performance Testing Contractor Application

The Cooperative Marketing Fund is a cash incentive for Northwest ENERGY STAR Verification Partners - verifiers, performance testing contractors and building performance specialists - participating in the Northwest ENERGY STAR Homes program to promote and market ENERGY STAR qualified homes. These funds may be used for newspaper, magazine, radio, television, and billboard advertisements; websites, vehicle signage, brochures, and other approved marketing pieces.

Requirements, Reimbursement + Funding Caps

Each active verification company participating in the Northwest ENERGY STAR Homes program is eligible to **receive up to \$1,500** in Verifier Marketing Coop funds, **while funds are available through 11/30/11**. A **reimbursement equal to 30% of the full design and production costs** for each marketing project will be issued. Verifiers are encouraged to utilize coop funds for multiple projects throughout the year.

Application + Reimbursement Timeline

Design your marketing pieces using the ENERGY STAR logo and/or messaging. Send your draft design and this completed form to Cooperative Marketing Coordinator (contact information below). Allow 3 business days for draft design review and approval.

STEP 1: Apply

Company Name _____ Contact _____

Phone _____ Email _____ Tax ID _____

Description of Marketing Project _____

Estimated Cost of Marketing Piece \$ _____ Active Dates _____

I would like to participate in the ENERGY STAR Homes Northwest Cooperative Marketing Fund, and I understand the program needs to pre-approve my marketing piece to ensure reimbursement eligibility.

Signature _____ Date _____

Send completed applications via email to: marketing@northwestENERGYSTAR.com or fax to: **800.561.1205**

STEP 2: Market

After receiving approval on your draft design, produce your marketing piece or ad.

STEP 3: Submit

Send a copy of your completed marketing piece or ad and a copy of the invoice(s) for design, print and/or placement within 30 days of its completion. The program cannot directly pay designers, printers, etc. Reimbursement checks will be paid to each ENERGY STAR partner within 90 days of receiving all required information.