

# RESIDENTIAL REGISTERED VENDOR

## Co-op Marketing Reimbursement Request



Efficiency Maine will reimburse Heat Pump and Weatherization Residential Registered Vendors (RRVs) 50% of eligible marketing expenses up to a maximum reimbursement of \$5,000 per calendar year per RRV listed location. Please allow six weeks for reimbursement.

### Requirements:

- Marketing must:
  1. Mention heat pumps and/or weatherization
  2. Mention Efficiency Maine
  3. Target Maine audiences
- Marketing expenses must be incurred:
  1. By an Efficiency Maine RRV
  2. Within the last 90 days
- Reimbursement requests must be:
  1. Submitted by June 30, 2022
  2. Accompanied by required documentation (see below)

**NOTE:** Offer subject to change without notice.

Business Name:		Phone:	
Street Address:			
City, State, ZIP:			
Contact Name:		Email:	
Eligible Expense Description	Required Documentation	Expense Date(s)	Cost
Print	Proof of payment and tear sheets		\$
Radio or TV	Proof of payment and Affidavit of Performance		\$
Digital ad	Proof of payment and screen capture		\$
Direct mail	Proof of payment and PDF		\$
Vehicle wrap	Proof of payment and photo		\$
Yard sign	Proof of payment and photo		\$
Website creation/development	Proof of payment and URL		\$
<b>Total Cost:</b>			<b>\$</b>
<b>Reimbursement Request Amount (50% up to \$5,000):</b>			<b>\$</b>
<b>Registered Vendor Signature:</b>			<b>Date:</b>

Please submit this form to Efficiency Maine, PO Box 219, Brunswick, ME 04011-0219 or [hesp@efficiencymaine.com](mailto:hesp@efficiencymaine.com)