

RESIDENTIAL HEAT PUMP CO-OP MARKETING PROGRAM

Pre-Approval Request



Marketing Co-Op Program Offer

Efficiency Maine will reimburse Heat Pump Residential Registered Vendors 50% of pre-approved marketing expenses up to a maximum reimbursement of \$5,000.

Marketing and Reimbursement Requirements

- 1. Marketing eligible for reimbursement must
 - a. Be submitted by a Residential Registered Vendor (RRV)
 - b. Be targeted to Maine audiences
 - c. Mention heat pumps
 - d. Mention Efficiency Maine rebates
- 2. Expenses must be incurred between July 1, 2020 and June 30, 2021.
- 3. Reimbursement requests must be submitted to Efficiency Maine by July 31, 2021.

Pre-Approval Request

Business Name		Phone	
Street Address			
City, State, Zip			
Contact Name		Email	
Marketing Types	<input type="checkbox"/> Social Media Ads	<input type="checkbox"/> Digital Ads	Total Anticipated Expense \$
	<input type="checkbox"/> TV Ads	<input type="checkbox"/> Radio Ads	
	<input type="checkbox"/> Print Ads	<input type="checkbox"/> Direct Mail	Anticipated Reimbursement (50%) \$
	<input type="checkbox"/> Yard Signs	<input type="checkbox"/> Vehicle Wraps	
<i>Sponsorships, promotional items, and wearable items are not eligible for reimbursement.</i>			
Registered Vendor Signature		Date:	
Efficiency Maine Approval Signature		Date:	

Please submit this form to Efficiency Maine, 24 Stone Street, Suite 106, Augusta, Maine 04330 or hesp@efficiencymaine.com

RESIDENTIAL HEAT PUMP CO-OP MARKETING PROGRAM



Reimbursement Request

Marketing Co-Op Program Offer

Efficiency Maine will reimburse Heat Pump Residential Registered Vendors 50% of pre-approved marketing expenses up to a maximum reimbursement of \$5,000.

After you receive pre-approval from Efficiency Maine (by submitting the form on page 1), complete the marketing campaign, and pay the marketing expenses, please submit this document with the Reimbursement Request section below completed, along with the following attachments:

- Co-op marketing Pre-Approval Request with Efficiency Maine approval signature
- Receipts for pre-approved marketing
- Tear sheets for print advertising (if appropriate)
- Affidavits of performance for TV or radio ads (if appropriate)
- Screen shots for digital ads (if appropriate)
- Hard copy or PDF of direct mailer (if appropriate)
- Photograph of vehicle wraps (if appropriate)

Please allow six weeks for reimbursement.

Reimbursement Request

This form requests reimbursement for the following co-op marketing expenses:

Pre-Approved Expense Description	Expense Date	Cost	Reimbursement Requested (50% of Cost)	Documentation
		\$	\$	
		\$	\$	
		\$	\$	
		\$	\$	
		\$	\$	
		\$	\$	
Total:		\$	\$	

By signing below, I certify that I have incurred the marketing expenses listed above.

Registered Vendor Signature	Date:
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