



ENERGIZE DELAWARE

Home Performance with ENERGY STAR

Participating Contractor Marketing Guidelines

Version I – December 2022

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Overview

Dear Participating Contractor:

We are thrilled you are taking advantage of the Home Performance with ENERGY STAR® program. This will help your customers save money and energy while growing your business.

The marketing guidelines outlines our objectives and serves as an internal guide to promote the program to your customers in the following ways:

- Use co-marketing funding from Energize Delaware to help pay for advertising
- Use our pre-approved advertising elements and templates that include Energize Delaware branding for a polished, professional look that increases credibility.
- Update your website to include information about the program
- Write newsletter articles to promote your business
- Post success stories on Facebook and Instagram – tag us so our followers can see it too!

This marketing toolkit contains resources, sample content and tips for growing your business. Share this with the team responsible for marketing and advertising so that your company can take full advantage of the program. We look forward to a successful year working with you.

Please submit any questions to the program marketing team at DelawareHP@franklinenergy.com.

Regards,

The Energize Delaware Home Performance with ENERGY STAR® staff

Co-Branding Opportunities

Energize Delaware allows participating contractors to co-brand with Energize Delaware and the Home Performance with ENERGY STAR® program, but requires that all co-branded materials (e.g., newspaper ads, website pages) follow the co-branding guidelines.

All co-branded materials must be approved by Energize Delaware prior to use by participating contractors. Please submit materials via email at DelawareHP@franklinenergy.com, or robin.coventry@deseu.org, to obtain approval. Review times will vary – be sure to allow at least five business days for Energize Delaware to complete the review process and note that this process can take considerably longer if the item being reviewed requires several rounds of revisions. During the review process, Energize Delaware and the program team will provide feedback on adherence to the co-branding guidelines.

Using the Participating Contractor Logo

The Energize Delaware Participating Contractor logo is unique to Energize Delaware and designed to exact specifications. Do not attempt to alter or recreate the artwork. A PNG version of the logo will be emailed to Participating Contractors that have signed and returned the Participating Contractors Co-Branding Guideline Agreement to DelawareHP@franklinenergy.com.

1. Black and White Logo:



2. Color Logo:



Using Rebate Language

- Energize Delaware’s Home Performance with ENERGY STAR® program rebates are capped at 50% for Home Performance or 75% for Assisted Home Performance.
- Rebates are subject to change and are not guaranteed until the program confirms a rebate reservation.
- Contractor may only promote the most up-to-date rebate chart, which is available on the Energize Delaware website (www.EnergizeDelaware.org/Performance).
- If there is a contractor/manufacturer rebate that is for a limited time only, make sure it’s clear that it doesn’t apply to the Energize Delaware portion.

Using URLs

- When referring customers to the program website, please use the URL below.

www.EnergizeDelaware.org/Performance

Using Disclaimers

- All print, digital, social and video marketing/advertising materials must include the following disclaimer:

*Some restrictions may apply. Visit www.EnergizeDelaware.org/Performance for full program details.
- The disclaimer must be in at least 9-point font size. An asterisk should be attached to the Energize Delaware rebate amounts if included, or the word “rebate” if not.
- For radio spots and live-reads, please make every effort to include the entire disclaimer. If time does not allow for the full disclaimer, at a minimum you must include “Some restrictions may apply”.

Using the Energize Delaware Program Name

- Energize Delaware must be written as Energize Delaware; not Energize DE, and not ED.
- Make sure customers can easily identify that marketing is from you and the materials do not give the impression that they are coming from Energize Delaware.

Marketing Toolkit

- The Environmental Protection Agency (EPA) provides a marketing toolkit with digital promotional materials that can be utilized by your company.
- Web address: energystar.gov/campaign/improvements/professionals/marketing_toolkit

Co-Marketing Program

Energize Delaware's Home Performance with ENERGY STAR® program will provide Participating Contractors with matching advertising funds to assist in the promotion of the program. Matching funds are intended to cover up to 50% of the cost with a \$500 maximum, per program year, for the cost of placing co-branded advertisements.

Program details are described below. Please contact the program with any questions via email at DelawareHP@franklinenergy.com.

Media Development Process

Contractors participating in the Co-Marketing Program have two options for development:

- 1. Program Templates:** Energize Delaware has developed branded advertising templates for contractors to use, as a quick and easy way to co-brand with the program. By using these pre-assembled advertisements, you can promote your business with a clean, professional template that matches Energize Delaware's greater marketing campaign. Using these tools and templates will help expedite the review and approval process for co-branded materials.
- 2. Contractor Design:** If a Participating Contractor prefers to design its own co-branded marketing pieces, it will need to follow the co-branding guidelines and ensure that the advertisement does not violate any of these guidelines. The review process for contractor-designed pieces can take additional time; participating contractors should plan ahead when choosing this option to ensure advertising deadlines are met. Complete radio scripts should be submitted for approval prior to producing spots.

Acceptable Co-Marketing Materials

- ✓ Flyers
- ✓ Direct Mail
- ✓ Emails

- ✓ Social Media
- ✓ Advertisements (Newspaper, Magazine, Events)
- ✓ Television
- ✓ Radio

Unacceptable Co-Marketing Materials

- ✗ Business Cards
- ✗ Badges
- ✗ Apparel (Shirts, Hats, Vests, Jackets, Etc.)
- ✗ Hats
- ✗ Vehicles

Advertising Templates and Sample Content

Advertising Templates

You may use the template below to promote the program. On the template the program info is consistent and can easily be customized with your logo, contact information and brief message. Since the template includes pre-approved copy and layout, it is ready for quick program approval.



Yard Sign

Sample Scripts

Radio Advertising

For opportunities on radio, here are script templates that can be tweaked and adapted for contractor use. As noted above, complete radio scripts should be submitted for approval prior to producing spots.

Radio Script Template #1

Ready to upgrade your home's heating and cooling system? Get rebates from Energize Delaware when you install a qualifying high-efficiency HVAC system. Some restrictions may apply. Contact [Insert Company Name] at [number or website] to learn more.

Radio Script Template #2

Rebates for upgrading your AC system are something to smile about! Some restrictions may apply. Learn more by contacting [Insert Company Name] at [Insert Company Contact Info].

Radio Script Template #3

Brought to you by [Insert Company Name]. There's never been a better time to upgrade to an air-source heat pump. Rebates up to \$1,400 are available. Let's get to work. Contact us at [Insert Company Contact Info]. Some restrictions may apply.

Sample Wording Content

Here is sample content that you can modify and include on your website or in e-newsletters. We recommend personalizing it to promote your business. Note: contractors should only promote the most up-to-date rebate chart, which is available at www.EnergizeDelaware.org.

Sample Wording

Rebates are available to Delawareans for energy efficiency upgrades. The program helps you stay comfortable without wasting energy – plus you'll get a check from working with us. It's a simple three-step process:

1. Your participating contractor will use state-of-the-art diagnostic equipment and may conduct special tests to identify the energy-saving improvements that best fit your unique home and budget.
2. The contractor will install the contracted energy efficiency improvements and then a final health and safety inspection will take place.
3. We submit all the rebate paperwork to Energize Delaware on your behalf. You'll receive a rebate check in the mail in 6 - 8 weeks (Yes, it's that easy!)

*Some restrictions may apply. Visit www.EnergizeDelaware.org/Performance for full program details.

Social Media

We encourage you to share your partnership with Energize Delaware’s Home Performance with ENERGY STAR® program through your social media channels. If you choose to post, please use our official handles when referencing us so we can help you spread the word.

- Facebook: Energize Delaware – facebook.com/ EnergizeDelaware
- Instagram: EnergizeDelaware – instagram.com/Energize_Delaware/

Sample Social Media Posts

- Do you have drafty rooms? Hot or cold spots? High monthly energy costs? If so, you might want to take advantage of Energize Delaware’s Home Performance with ENERGY STAR® program! Ask us about available rebates to get started today!
- Did you know that Energize Delaware’s Home Performance with ENERGY STAR® program provides rebates to Delawareans for making energy efficient upgrades? Find out how you can benefit too! Let’s get to work. [Insert URL]
- Join us alongside Energize Delaware to save energy in 2023! Incentives are still available – call us to find out how you can start saving energy and money today! [Insert URL]
- Is updating your home’s heating or cooling system part of your 2023 plans? If so, you’ll want to join the thousands of Delawareans who have taken advantage of the generous financial incentives available through Energize Delaware’s Home Performance with ENERGY STAR® program. Let’s get to work. [Insert URL]
- Ask us about Energize Delaware rebates. Call (phone #) today for details.