



Gain leads, Get noticed

With the

EnergySmart Home Energy Makeover Contest

This summer, EnergySmart is planning to hold a large promotional give-away, and we'd like to help you benefit with more work and valuable media attention!

Contest description:

During July and August, 2012, EnergySmart participants will be eligible to enter a "Home Energy Makeover Contest". Contest winners will be selected based on potential for energy savings from energy efficient upgrades. One Grand Prize winner selected from each contest will win a home energy makeover package valued at \$10,000 or more. Several "runner up" prizes will also be awarded in the form of individual upgrades (i.e. an attic insulation package) valued at several hundred to several thousand dollars. Depending on sponsor offers, we may offer up to three separate prize pools over the summer months.

What benefits are available to contest sponsors?

Contractors, manufacturers and distributors have the opportunity to gain valuable media attention by sponsoring the contest, through a contribution of materials and/or labor toward one or more of the prize packages.

Opportunities to promote and feature contest sponsors (logos, names, etc.) may include:

- Dedicated Contest website detailing contest rules and showcasing winning home improvements
- Television and newspaper coverage that showcases improvements to winning homes
- Open houses for community leaders and media to showcase winning homes, including program banners featuring sponsor logos
- Case studies on winning homes that focuses on sponsors' roles for program distribution

The goal of the Contest is to increase total program participation, so contractors are likely to benefit from increased demand driven by contest advertising and excitement!

Who Should Be A Contest Sponsor?

We are looking for reputable companies and organizations to provide financial and in-kind program support. Sponsor organizations may include:

- Home energy efficiency and renewable energy product distributors and manufacturers.
- Home energy efficiency service providers already listed on the EnergySmart Contractor Referral list, or able to meet Referral Pool requirements.
- Other businesses promoting sustainable products and services for the residential sector.



All prizes offered must meet energy efficiency standards required by the EnergySmart rebate requirements (energysmartyes.com/home/rebates-and-financing). All types of sponsor participation will be considered, but in particular, we are looking for donations of:

- Attic air sealing/insulation
- Crawlspace air sealing/ insulation
- High-efficiency furnace
- Efficient water heater
- Efficient windows
- Any other you are willing to offer

Sponsorships spots are limited. Sponsorship offers are welcome from all qualified contractors, and will be accepted on a first-come, first-served basis. All sponsorship applications must be received no later than June 10, 2012.

Application (below), and any questions, can be addressed to:

Beth Beckel

720-564-2720

bbeckel@bouldercounty.org



EnergySmart Home Energy Make-Over Contest Sponsorship Application Form:

Yes! I would like to gain media attention and positive press by sponsoring the EnergySmart Home Energy Makeover contest during the summer of 2012.

Please fill out the following or answer the following questions in an email. Return responses **no later than June 10** to:

Beth Beckel, bbeckel@bouldercounty.org

1. I am interested in donating:

- Attic insulation and air sealing package:
- Crawl space insulation and air sealing package:
- An energy-efficient furnace replacement
- An energy-efficiency water heater replacement
- Energy-efficient windows
- A financial contribution of \$_____ toward a home energy upgrade.
- Other upgrade: _____

2. We welcome any donation, even if it covers only part of the upgrade process.

Please specify for any items checked above, if you have **maximum limits on \$ value, square footage**, or other parameters.

3. We welcome donations of **materials, labor, or both**. Please specify which you are offering:

- Just materials
- Just labor
- Both materials and labor

Thanks for your offer! We will be back in touch within 10 days to confirm sponsor positions and write a brief sponsor agreement detailing your offer and our commitment to promoting your business.

