

NEW MANUFACTURED HOMES

RETAILER BUSINESS DEVELOPMENT FUNDS APPLICATION

Energy Trust of Oregon provides business development funds to support you in promoting and marketing ENERGY STAR® and NEEM+ homes. Funds are available on a first-come, first-served basis. These funds may be used for marketing pieces produced for broadcast, print, digital, events and sponsorship opportunities. Additionally, funds may be used to help offset the costs of purchasing ENERGY STAR and NEEM+ display homes.

Ads must be pre-approved before publication or they will not be eligible for reimbursement.

Requirements and reimbursements

- Incorporate “Working with Energy Trust” logo in addition to either the ENERGY STAR or NEEM+ logo.
- Incorporate key messaging: Visit www.energytrust.org/nmhffunds and follow the instructions in the Messaging tab to design and submit your ad.
- To receive reimbursements for purchasing display homes, it’s required that you display Energy Trust approved callout cards in the certified display home. You’ll need to provide a photo documenting proof of display with your application and an invoice(s) of home purchase or lease payments from the current calendar year.

Reimbursement	Business Development Funds (maximum available per calendar year not to exceed \$1,500)	Eligible Retailers
Up to 50% of marketing and/or display home costs	\$500	All manufactured home retailers working with Energy Trust
	\$1,000	Retailers who have received one Energy Trust sales incentive in the current calendar year
	\$1,500	Retailers who have received two or more Energy Trust sales incentives in the current calendar year

Step 1: Design or Display

Design your marketing piece using the logo and key messaging guidelines available at www.energytrust.org/nmhffunds. Please consult with Energy Trust by emailing homesfund@energytrust.org for information on logo or brand requirements.

To obtain approved callout cards to display in your ENERGY STAR or NEEM+ show home, contact homesfund@energytrust.org and provide an address and the quantity you need.

Step 2: Apply

Send your copy and design and/or photo documentation of the displayed callout cards along with this completed form and a signed W-9 form to homesfund@energytrust.org for approval. Please allow a minimum of two weeks for marketing review. Projects requiring revision must be edited and resubmitted for final approval. **Ads not pre-approved by the project coordinator before publication will not be eligible for reimbursement.**

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For print marketing or advertising

Company name: _____ Contact: _____

Phone: _____ Email: _____

Description of marketing piece: _____

Estimated cost: \$_____ Date(s) of publication: _____

For display home reimbursements

Display home certification type (ENERGY STAR or NEEM+): _____

Location of display home: _____

Date display home was sited: _____ Serial number of display home: _____

Photo documentation of callout cards included

Invoice(s) from current calendar year for display home included

Agree to requirements: I would like to participate in Energy Trust's New Manufactured Homes Business Development Fund. I have read, understood and agreed to the requirements for participation, including the requirements that my marketing materials must comply with the guidelines listed herein and must be pre-approved by Energy Trust before I will be considered eligible for any reimbursement. Prequalification confirms project and training eligibility but does not reserve funds; funds are on a first-come, first-served basis. Display home purchase reimbursements are eligible for Business Development Funds if Energy Trust callout cards are displayed in a qualifying certified home and documented correctly.

Signature: _____ Date: _____

Note that reimbursement checks may take three to four months to arrive for those who have sent completed paperwork. The program cannot pay designers, printers or other vendors directly.