



Low-rise Residential New Construction Program PON 2309 - **Cooperative Advertising Incentives and Requirements**

New York ENERGY STAR® Certified Homes Logo (All Partners):

NYSERDA encourages you to make the most of our partnership by promoting the high standards to which your homes are built. All active Partner-Builders, Partner-Providers and their affiliate Home Energy Raters³ (Rater) in the Low-rise Residential New Construction Program (Program) can utilize the New York ENERGY STAR Certified Homes logo to help you create more consumer demand and drive more traffic, by establishing yourself as a builder of New York ENERGY STAR Certified Homes. Through co-branded print and online advertising, direct marketing, collateral and more, this is an ideal way to benefit from the national recognition and instant credibility the New York ENERGY STAR® Certified Homes brand can add to your business.

Cooperative Advertising Incentive Program:

Partner-Builders that are achieving Tier 3 performance qualify for Cooperative Advertising incentives in order to facilitate increased market awareness of these High Performance homes.

- I. **Eligibility¹** – Cooperative advertising incentives are offered to Partner-Builders and Partner-Providers, as well as their affiliate Raters, to defray a portion of costs incurred by Partner-Builders for advertising New York ENERGY STAR Certified Homes which are designed to achieve Net Zero Energy Performance, as well as for Partner-Providers and their affiliate Raters to market related services they offer to Partner-Builders. To be eligible:
 - a. Advertising must occur within eligible electric utility service territories
 - b. The Partner must complete at least one home that meets NYSERDA’s Low-rise Residential New Construction Program Tier 3 requirements, with the confirmed Home Energy Rating performed on or after March 1, 2016.
 - c. Multi-unit projects: cooperative advertising eligibility is established based on qualifying per-project completions, and non-qualifying projects completed by the Partner-Builder will not contribute to establishing eligibility for these incentives.

- II. **Cooperative Advertising Incentives²**
 - a. Single Family Homes and Attached Townhouses: Cooperative Advertising incentives will be awarded based on the number of Tier 3 dwelling units completed on or after March 1, 2016. Eligibility requirements established in 2016 will affirm eligibility in 2017.
 - b. Multi-unit projects: Cooperative Advertising incentive limits are established based on the dwelling units associated with the multi-unit project, and may be advertised

¹ In accordance with the Partnership Agreement of PON 2309, Partners which have not renewed their Partnership Agreement with NYSERDA for the current program year, or which have been assigned a status by NYSERDA of ‘Suspended’ or ‘Terminated’, will not be eligible to receive cooperative advertising incentives. In these instances, any and all advertising which reference NYSERDA’s program must be immediately removed from circulation.

² Cooperative advertising incentives are offered first-come first-served, while funding remains available.

³ Home Energy Raters must be affiliated with a Partner-Provider to be eligible for Program Cooperative Advertising Incentives. Incentives requests made by eligible Home Energy Raters will be processed through their Partner-Provider.

throughout the construction process no matter the number of completions during that calendar year.

- c. The Program offers a reimbursement of 50% of eligible advertising costs.
- d. Cooperative Advertising pre-approvals will only be made for Partners who have a signed commitment from NYSERDA for a Tier 3 home or project.
- e. The maximum total cooperative advertising incentives payable to a Partner will be based either on that Partner’s production level or the size of the project, as follows:

Production requirements (number of qualified Tier 3 homes)	Maximum Total Incentives
Single Family Homes/ Townhouses	\$ 750/home
Multiunit projects: up to 25 units	\$6,000
Multiunit projects: 25-99 units	\$12,000
Multiunit projects 100 or more	\$15,000

III. Requirements³ - To be eligible for cooperative advertising incentives, the advertisement must contain at least one logo indicating achievement of an energy performance standard equal to or above New York ENERGY STAR® Certified Homes. Logos must be approved by NYSERDA to be eligible. Approved logos include: New York ENERGY STAR Certified Homes, Department of Energy’s (DOE) Zero Energy Ready Home, PHIUS+ as published by Passive House Institute US, Passive House Institute, National Green Building Standard, LEED v4.0, and Enterprise Green Building Standard, as well as one of the eligible taglines, and contain high performance messaging that meets the criteria below.

a. Logo –criteria for all accepted logos:

1. No text or graphics may be located within the .33” clear space around the logo;
2. Logo within a standard magazine page (8 1/2 x 11” or 30 column inches) must be at least 1” high or 1” wide;
3. Logo in ads larger than a standard magazine page (8 1/2 x 11 or 30 column inches) or on business cards must be of equal size to the Builder or Company Logo;
4. All applicable logo usage requirements must be met for each logo used, as specified by the certifying agency;
5. Criteria for use of the New York ENERGY STAR® Certified Homes logo:
 1. ENERGY STAR must always be in capital letters, with use of the superscripted ® (registered trademark symbol) at the first mention in any document (e.g. ENERGY STAR®);
 2. Logo cannot vary from original proportions, may not be skewed or altered;
 3. Logo must be in black & white or in 100% Cyan (No other colors permissible)

b. Eligible Taglines - advertising must contain at least one of the followings:

1. [New York ENERGY STAR® Certified Homes/ or insert other certifications here] use significantly less energy than conventionally built homes
2. [New York ENERGY STAR® Certified Homes/ or insert other certifications here] can help save money and the environment

³ Advertisements shall not represent the Partner or employees as working for, approved by, endorsed by, certified by, or verified by the State of New York, NYSERDA, NYSERDA’s Implementation Contractor, New York Energy \$mart, the EPA or ENERGY STAR. Use of the NYSERDA or US EPA logo is prohibited. Additionally, advertisements may only reference specific savings or % of expected savings, if supporting documentation is available for program review and validation.

3. [New York ENERGY STAR® Certified Homes/ or insert other certifications here]—built for superior energy performance, comfort and health
4. [New York ENERGY STAR® Certified Homes/ or insert other Certifications here]—energy efficient, environmentally friendly

- c. High Performance Messaging- The overall presentation of your advertising must convey the high energy performance achieved by the Builder or Project. This may be provided as Feature/Benefits describing equipment or features, or it may be other messaging to describe the project is designed to achieve net zero energy (NZE) performance (or near NZE performance). Please note, that “Green” features do not necessarily convey high energy performance.

IV. Qualified Activities – Print and online advertising, direct marketing, marketing collateral and signage are typically qualified, and may be eligible for reimbursement. Examples:

Qualified Activities	Description & Examples	Proof of Performance
Print	<ul style="list-style-type: none"> • Newspaper • Magazine • Newspaper supplements/circulars • Penny Savers 	<ul style="list-style-type: none"> ○ Paid vendor media invoice with dates of activity, circulation or distribution ○ Electronic or heard copy tear-sheet to identify publication & run date
Online	<ul style="list-style-type: none"> • Website banner advertisements 	<ul style="list-style-type: none"> ○ Paid vendor media invoice with dates of activity, impressions, clicks ○ Electronic file of banner ad ○ Electronic file of destination webpage or landing page
Pay Per Click	<ul style="list-style-type: none"> • Paid search (pay-per-click, keyword advertising) • Facebook Advertising 	<ul style="list-style-type: none"> ○ Paid vendor media invoice with dates of activity, impressions, clicks ○ List of keywords purchased ○ Electronic file of destination webpage or landing page
Online Video	<ul style="list-style-type: none"> • Paid video advertisements 	<ul style="list-style-type: none"> ○ Paid vendor media invoice with dates of activity, impressions, clicks ○ Electronic file of video and any static ads if
Direct Marketing	<ul style="list-style-type: none"> • Co-op mailers (Valpak, Valassis, etc.) • Post cards • Multi-page mail pieces • Newsletters • Email blasts 	<ul style="list-style-type: none"> ○ Paid vendor invoice(s) indicating dates of activity, the number of pieces delivered and printing and/or list costs ○ Electronic file or hard copy of material
Collateral	<ul style="list-style-type: none"> • Brochures • Sell sheets 	<ul style="list-style-type: none"> ○ Paid vendor printing invoice indicating dates of activity and quantity ○ Electronic file or hard copy of material
Signage	<ul style="list-style-type: none"> • Yard signs • Directional Signs (i.e., to model or community) • In model signs • Window stickers 	<ul style="list-style-type: none"> ○ Paid vendor printing invoice indicating dates of activity and quantity ○ Electronic file of material ○ Photograph of signage

- V. Prior approvals⁴** - All advertising materials and content must be submitted for review, and receive Program approval, prior to final production or placement if cooperative advertising incentives will be sought. Program review and response will typically be provided by email within five (5) business days of the submission.
- a. Prior Approval submissions must:**
1. Include the [Cooperative Advertising Incentive Application](#), with Sections 1 and 2 completed to reflect the proposed advertising and Tier 3 Project Commitment;
 2. Include electronic attachments of the proposed advertising or marketing material;
 3. Be submitted by email to lori.borowiak@nyserda.ny.gov
- b. Program response to prior approval submissions** will typically occur by email and include a copy of the Cooperative Advertising Incentive Application, signed by an authorized program representative. Approval is reserved for advertising which is factually accurate, substantiated, and meets all PON 2309 requirements. Copies of the approved Application must be retained by the Partner to support future requests for payment of relevant incentives, with response options as follows:
1. Approved;
 2. Not approved – Corrective action requested;
 3. Denied, with rationale.
- c. Prior Approvals are valid** for multiple placements with the following exceptions:
1. Whenever a change to the advertisement is made by the Partner;
 2. Whenever a relevant change to this document is announced by NYSERDA.
- VI. Payment of Cooperative Advertising Incentives⁴** - following prior approval and completion of qualified activities, the Partner may request payment of the relevant cooperative advertising incentives.

- a. Incentive payment** submissions must meet the requirements detailed in the table below and in summary must:
1. Include the previously approved [Cooperative Advertising Incentive Application](#);
 2. Include a wet signature in Section 1 and updates to Section 2 to reflect actual costs incurred by the applicant;
 3. Include electronic or hard copies of the advertising or marketing material, invoices which confirm the actual incurred cost, and copies of any third-party funding or in-kind services which offset incurred costs;
 4. Have digital files submitted by email to nybuildercoop@CLEAResult.com; and paper documents submitted by mail to:

CLEAResult
Attn: Low-rise Residential New Construction Programs
2 Wall Street
Albany, NY12205

- b. Program response to incentive payment request** will typically occur by email from an authorized program representative. Approval will be reserved for advertising which is factually accurate, substantiated, and meets all PON 2309 requirements. Payment request remain subject to NYSERDA's final review and approval, will be made consistent with [NYSERDA's prompt payment policy statement](#).

⁴ Prior approval is offered for advertising materials and content, only. Submission of the completed Cooperative Advertising Incentive Application is required for NYSERDA's final review in consideration of incentive payment requests.

- c. **Cooperative Advertising Incentives** will be paid on a first come first served basis as advertisements are completed, and production is achieved. Funding is limited, and therefore incentives will not be reserved for advertisements that are pre-approved or for projects that are under construction.