

CO-OP MARKETING FOR LOCAL GOVERNMENTS

WHAT IS “CO-OP” MARKETING?

The Energy Upgrade California cooperative marketing (or “co-op”) program aims to increase the capacity of strategic partner marketing efforts by pooling marketing resources and driving industry-wide demand for energy financing. By providing local governments with access to funding, professionally designed templates and cost-share opportunities through the statewide “State of Saving” financing campaign, Participating local governments may take advantage of cost efficiencies while leveraging the Energy Upgrade California brand to enhance their local marketing efforts.

AVAILABLE MATERIALS INCLUDE

- Posters
- Flyers
- Print Ads
- Retractable Banner
- Lawn Signs
- Tri-fold Brochures
- Postcards
- Door Hangers
- And Much More

EARN \$2,000 IN MARKETING CREDITS

Marketing funds will be awarded to local governments who enroll in the program and commit to promoting financing as a solution for energy projects.

THE STATE OF SAVING CAMPAIGN

By investing in industry-led marketing partnerships that foster collaboration with local governments, financial institutions, contractors and other community-based organizations, the “State of Saving” campaign presents financing as a potential solution for Californians who are looking to make energy improvements but struggle to commit due to affordability issues.

The campaign seeks to empower Californians, reminding them of the benefits and opportunities that can result from spreading payments over a period of time. With financing, property owners can have the home energy improvements they want and need, focusing more on balancing their monthly budgets in lieu of one upfront payment.

REDEEMING CO-OP CREDIT

- **Customizable Templates**
The Print-On-Demand store allows one-stop-shop printing of pre-designed collateral. These items may be customized with your logo and contact information, then drop-shipped directly to the specified address.
- **Quick and Easy**
The Marketing Solutions Center sources printing through negotiated rates with a network of printers local to the shipping address, whenever possible. Design approval is not needed for these materials and local governments may redeem credits as soon as they appear.



MARKETING SOLUTIONS CENTER: CREATE YOUR CAMPAIGN

Upon successfully enrolling in the co-op marketing program, local governments will gain access to the Marketing Solutions Center – a powerful online marketplace that enables the development and production of customized marketing collateral and campaigns. Not sure which marketing tactics or materials best suit your needs? Take advantage of dedicated marketing experts who can help take your local campaign to the next level!

Apply for a Microgrant up to \$20,000

Participating local governments are eligible to apply for a Microgrant, up to \$20,000. Microgrant funds are reserved for creative marketing projects that demonstrate potential for increased program participation and are funded up to 50% of the total project cost. Since funding is limited, grants are awarded on a first-come, first-served basis.

Ready to Enroll?

The Co-op marketing program is open to local governments in California. To enroll as a Participating local government in the Go Green Financing campaign, visit the “Train Energy Upgrade” website today at:

<http://community.trainenergyupgrade.com/>

Co-op marketing-specific questions can be addressed to Nathalie Nestor at (949) 529-0093.



Energy Upgrade California® is a state initiative to educate residents and small business consumers about energy management. Funding comes from investor-owned utility customers under the auspices of the California Public Utilities Commission. ©2015 California Public Utilities Commission and California Energy Commission. Trademarks are property of their respective owners. All rights reserved. Southern California Edison (SCE) / Southern California Gas Company (SoCalGas®) / San Diego Gas & Electric Company (SDG&E®) / Pacific Gas and Electric Company (PG&E) / The Energy Network / BayREN are not making an offer to lend and have no role in reviewing or approving your financing application. If you and a lender enter into a financing arrangement for home energy improvements, that arrangement will be entirely between you and the lender, and SCE / SoCalGas® / SDG&E / PG&E / The Energy Network / BayREN shall not be liable for the lender's acts or omissions.