



2009 ENERGY STAR[®] Awards

General Instructions

What you need to submit/upload:

- A 300-word executive summary highlighting the main elements of your application.
- An electronic copy (Word or WordPerfect) of your narrative
- Supplemental documents such as photos, pamphlets, copies of advertisement, videos, audio files, etc., can be uploaded with your application as PDF files (each file must be less than 12 MB). If necessary, you can mail hard copies of supplemental material (address below).

When you need to submit it:

- A complete electronic application must be **uploaded by December 12, 2008**. EPA and DOE will not accept any applications or materials uploaded/postmarked after this date.
- Any collateral material that is mailed must be **postmarked no later than December 12, 2008**.

How you need to submit:

- All Partner applications must be electronically submitted through your "My ENERGY STAR Account" (www.energystar.gov/mesa). The electronic system will be available November 17, 2008.
- If you are not currently an ENERGY STAR Partner an electronic copy of your application should be emailed to Quarforth.Alyssa@epa.gov.
- Any supplemental material that cannot be submitted electronically should be sent it to the address listed below. An overnight or two day delivery service is recommended.

Via US Postal Service:

Alyssa Quarforth
US EPA
Ariel Rios Building
1200 Pennsylvania Avenue, NW
Mail Code 6202J
Washington, DC 20460

Via Overnight Delivery Service:

Alyssa Quarforth
US EPA
1310 L Street, NW
9th Floor
Washington, DC 20005-4113
Phone: (202) 343-9604

What to expect after you submit:

- **Confirmation of Receipt:** You will get an email within 24 hours confirming any materials you submit electronically. It will be sent to the Primary and Communications contact in the award application. EPA will confirm receipt of hard copy materials by email within a few days. If you do not receive confirmation within 48 hours for electronic submissions or one week for hard copy materials, please contact the ENERGY STAR Awards Coordinator, Alyssa Quarforth, at (202) 343-9604 or quarforth.Alyssa@epa.gov.
- **Notification:** You will be notified by January 31, 2009 on the status of your application.

Additional information:

- ENERGY STAR Awards Ceremony will be March 31, 2009 in Washington, DC.
- Organizations may apply for more than one award if they meet the eligibility requirements. In such cases, a complete award application package must be submitted for each award.
- There are two broad categories of ENERGY STAR awards that you can apply for: Partner of the Year and Excellence Awards. The Sustained Excellence Awards, our highest honors, are given to organizations who have won Partner of the Year for several years and their achievements continue to surpass those of the previous year.
- Due to the volume of material that will be received, EPA and DOE will not be able to return any materials or promotional pieces.
- Where applicable, quantify your activities and the results (e.g., percent improvement, number of marketing pieces produced, number of people reached), and include electronic copies of documentation that support claims made (e.g., photos of promotional materials, samples of advertisements with the ENERGY STAR mark, copies of training materials used, etc.).

Excellence in Home Performance with ENERGY STAR Promotion

Eligibility: Home Performance with ENERGY STAR program sponsors. Active partners that have submitted a Home Performance with ENERGY STAR implementation plan, and have signed a Partnership Agreement.

Description: This award recognizes active Home Performance with ENERGY STAR program sponsors who have developed innovative and successful marketing campaigns and sales materials that promote Home Performance with ENERGY STAR.

Narrative: Your narrative description should be no more than **three pages**, but may be accompanied by samples of consumer marketing materials (print ads, commercials, sales material, earned media, contractor co-op ads, web page, etc). As part of your narrative, please provide campaign metrics of number/frequency of mailings, print ads, impressions, broadcasts, web hits, and consumer inquires and homes improved, etc. Also provide samples of contractor recruitment marketing efforts and number of contractors that attended training and have signed up to deliver Home Performance with ENERGY STAR under the program. Your narrative should demonstrate how promotional activities helped increase the number of homes improved.

Criteria: To be considered, applicants must demonstrate that they have met any or all of the following criteria:

- Improved homeowner awareness of how a home works as a system and the value of a whole house assessment.
- Raised homeowner awareness of Home Performance with ENERGY STAR
- Improved contractor knowledge of how a home works as a system and the value of a whole house assessment.
- Recruited a contractor base to make whole house improvements and to promote Home Performance with ENERGY STAR.