



Fax this form to Jonathan Passe, US EPA, (202) 343-2200 no later than March 16, 2007

2007 OUTREACH PARTNERSHIP

The ENERGY STAR partners in _____ (city) have agreed to participate in the 2007 Outreach Partnership to promote ENERGY STAR qualified homes. We understand that our outreach campaign must begin no later than August 1, 2007.

We will contribute a total of \$ _____ for: (choose one)

- (A) ___ our collective print-only campaign.
- OR -
(B) ___ our collective multi-media campaign.

We understand that EPA funds for this initiative will be committed based on several factors, including: (1) Number of builders participating in the local Outreach Partnership campaign; indicate number of builders here: _____, (2) Market size and penetration of ENERGY STAR qualified homes, and (3) Other EPA strategic needs. EPA's contribution will be used solely for placing outreach developed by EPA.

(A) For our local print-only campaign:

We will place our outreach template for _____ weeks in the _____ (insert name of publication)

OR divide our outreach effort run between the following publications:

_____ & _____

Our print template type:

- checkbox black & white
checkbox b/w with cyan spot color at the bottom
checkbox 2-color
checkbox 4-color

Our print template size:

- checkbox 1/4 page
checkbox 1/2 page
checkbox full page
checkbox other (specify) _____

(B) For our local multi-media campaign, we plan to: (please give details below, including length of campaign; attach additional pages if necessary)

We have also agreed to:

- checkbox Designate _____ (partner name) to negotiate the rate with the publication or media outlet (details of invoicing to be discussed with EPA once this form is submitted).
checkbox Designate _____ (partner name) as the payer of the invoice.
checkbox Set a target date of _____ to start our 2007 campaign.
checkbox Provide EPA with one point of contact (POC), who is

Name _____ Company _____

Phone _____ Fax _____ E-mail _____