

2010 ENERGY STAR[®] Awards

General Instructions for All Applicants



What you need to submit online:

- A 300-word executive summary highlighting the main elements of your application.
- An electronic copy (Word or WordPerfect) of your narrative.
- Optional supplemental material such as photos, pamphlets, copies of advertisements, videos, audio files, etc., can be uploaded with your application as PDF files (each file must be less than 12 MB). It is strongly recommended to consolidate supplemental print files into one or two PDF files.
- *Retailers only:* See special instructions in the Retailer application, under the Partner of the Year category.

When you need to submit it:

- A complete electronic application must be **uploaded by midnight, EST on December 4, 2009**. We will not accept any applications or materials uploaded after this date.

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 1, 2009**.
- If you do not have an ENERGY STAR account, call the ENERGY STAR Hotline at 888-782-7937 to have one created.
- **We will only accept applications submitted via this online system.**

What to expect after you submit:

- **Confirmation of Receipt:** You will get an email within 48 hours confirming receipt of materials you submitted electronically. It will be sent to the Primary and Communications contact in the award application. If you do not receive confirmation within this timeframe, please contact the ENERGY STAR Awards Coordinator, Hewan Tomlinson, at (202) 343-9082 or Tomlinson.Hewan@epa.gov.
- **Notification:** You will be notified no later than February 5, 2010 on the status of your application.

Additional information:

- The ENERGY STAR Awards Ceremony will be held on April 13, 2010 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 Award, our highest honor, is selected by EPA to recognize organizations that have won Partner of the Year for several years and their achievements continue to surpass those of the previous year. There is no separate application for Sustained Excellence.
- 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.).

2010 ENERGY STAR[®] Award Application

Excellence in ENERGY STAR Promotion – New Home Builder¹

Description: This award recognizes ENERGY STAR builder partners who have strategically and comprehensively integrated the ENERGY STAR logo and message into their marketing efforts and sales processes, and contributed to establishing a significant market presence for ENERGY STAR qualified homes in the area(s) where they build.

Eligibility: ENERGY STAR home builder partners who have:

- Committed to building 100% of their homes to ENERGY STAR guidelines; and
- Built at least 25 ENERGY STAR qualified homes in the past year.

Please indicate your ENERGY STAR Builder Partner type:

Local/Custom site builder

Production site builder

Manufactured home plant

Manufactured or modular home retailer

Narrative: The narrative description of your ENERGY STAR outreach efforts should be no more than **three pages** that address the three criteria above. The narrative must be accompanied by **electronic** samples of ENERGY STAR collaterals and materials, including:

- Web sites
- Advertisements
- Media stories generated and/or articles placed
- Point-of-sale materials, displays, and presentations
- Interior and exterior signage
- Consumer education materials (e.g., brochures, fact sheets)
- Cooperative activities with other ENERGY STAR Partners (e.g., the ENERGY STAR for Homes Outreach Partnership)

Your narrative should also address measured and observed results achieved through your sales/marketing and consumer awareness efforts, such as business growth and increased consumer interest. Supplemental electronic collateral materials are **not** part of the three-page limit.

- **Executive Summary (300 words or less)**—Please provide a brief overview of your organization and the highlights of key accomplishments that make you eligible for this ENERGY STAR award. In the event that you are chosen to receive an award, this text will be the basis used in preparing a summary of your organization's achievements. The Executive Summary will **not** count toward the three-page limit.
- **Accomplishments**— Organizations applying for this award should provide a **detailed description of your 2009 accomplishments** demonstrating how you have met the required criteria on page 4.

¹ Utilities and other sponsoring programs that partner with EPA for ENERGY STAR for New Homes should apply for the "Program Delivery" award under the Partner of the Year category. Raters and Providers that partner with ENERGY STAR for New Homes should apply for the "Home Energy Rater" award, also under the Partner of the Year category.

- **Cumulative Accomplishments**—When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved \$3 million in 2009 and more than \$10 million since 2001).

Criteria:

Builder marketing programs, sales materials, and consumer education efforts will be evaluated for how well they support any or all of the following goals:

- Increasing consumer awareness and understanding of ENERGY STAR and the features and benefits of ENERGY STAR qualified homes
- Increasing the presence of ENERGY STAR in local media (i.e., through publicized events, TV and newspaper stories, advertising, consumer outreach, etc.)
- Educating sales staff and real estate professionals on the features and benefits of ENERGY STAR qualified homes and developing internal systems to encourage integration of ENERGY STAR messaging into the sales process.

NOTE: For organizations that have been recognized with an ENERGY STAR Award in past years, **the award evaluation committee will focus primarily on new strategies and activities initiated in 2009.** Applicants are encouraged to respond to the award criteria accordingly.