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ENERGY STAR®, a U.S. Environmental Protection Agency program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Dear ENERGY STAR® Energy Efficiency Program Sponsor,

This is a call to update your ENERGY STAR product program and incentive information for 2021 and beyond.

Please submit your information no later than Friday, February 12!

The U.S. Environmental Protection Agency (EPA) prominently features energy efficiency program sponsors' promotions and incentive offerings for ENERGY STAR certified products through a range of national ENERGY STAR consumer education and outreach efforts, elevating the visibility of local and regional program offerings to consumers in those areas.

The more accurate and relevant our information is, the better we can promote your program offerings to your customers and to retailers and manufacturers who may be interested in collaborating with you more closely.

We appreciate your input and thank you for your continued support of ENERGY STAR!

1. Why Updating Your Information is Important

Each year, driven by EPA's ongoing national promotions and consumer education efforts, hundreds of thousands of visitors to the [ENERGY STAR Rebate Finder](#) database find valuable information about the ENERGY STAR product incentives that our energy efficiency program sponsor partners offer. Additional visitors access the [ENERGY STAR Product Finder](#).

The ENERGY STAR Database for Incentives and Joint Marketing Exchange ([DIME](#)) and the annual ENERGY STAR Product Program Summaries for [Appliances](#), [Lighting](#), [HVAC & Smart Thermostat Programs](#), and [Water Heaters](#) also showcase your offerings. The ENERGY STAR Program Summaries are distributed to over 5,000 manufacturer and retailer partners before each fall's ENERGY STAR Products Partner Meeting to help partners identify opportunities to collaborate on ENERGY STAR products programs and promotions, and solidify their plans through in-person meetings while on-site.

These resources are also referenced by other organizations in the energy efficiency community to inform their own tools, resources, analyses, and reports.

2. Instructions for Submitting New or Updated Program Information (for 2021 and Beyond)

For your convenience, please submit *all known promotional information* for 2021, 2022, and beyond. You are encouraged to submit program information even if your organization has stopped accepting applications to collaborate with other stakeholders. **To access the spreadsheet and detailed instructions click [here](#).**

Please contact your ENERGY STAR regional account manager with any questions or concerns. If you don't know who your account manager is, contact eeaccountmanager@energystar.gov.

Please ensure that all yellow cells have been updated. There are a few changes to product names that need to be addressed by all partners offering incentives on those products. Partners who provide incentive data on products that do not align with ENERGY STAR will receive requests for clarification and none of the submitted incentives will not be posted on Rebate Finder until all product names align.

NOTE: Incentives only appear on the ENERGY STAR Rebate Finder when the associated start is valid and column B in the spreadsheet has been marked "yes".

3. 2021 Coordination with the Consortium for Energy Efficiency

EPA and the Consortium for Energy Efficiency (CEE) each gather data annually from energy efficiency program sponsors for different objectives and audiences. In 2021 we are coordinating to avoid duplicative requests for program details. Data received by EPA in the coming months will be shared with CEE and used to populate their program summaries. CEE will collect additional program details not encompassed in this data request. Please direct questions or comments regarding CEE's Program Summaries to Eileen Eaton at CEE, at eeaton@cee1.org or (617) 337-9263.

For more information, visit: www.energystar.gov

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