



NEW PREFERRED CONTRACTOR MARKETING KIT FOR CONSUMERS ENERGY TRADE ALLIES

Consumers Energy is excited to announce the launch of the Preferred Contractor Marketing Kit for 2018.

The [Preferred Contractor Marketing Kit](#) provides Trade Allies that have earned Gold, Silver or Bronze status in the Consumers Energy Heating, Cooling and Water Heating (HVAC) program with marketing materials that advertise their achievement. Through this offering, contractors are eligible for funding to assist in promoting their badge status.

How much funding can my company receive? Contractors are eligible for funds as outlined below to order marketing materials to promote their achievement.

- Gold badge \$500
- Silver badge \$300
- Bronze badge \$150

What marketing materials are provided under this program?

Funds are available to order stickers for collateral, window decals and magnets with badge status artwork.

What does my company need to do to get started? Your company will need to submit an [Agreement Form](#) (page three of the marketing kit) and a [Material Request Form](#) (page four of the marketing kit) to consumershvac@icf.com. **Please see the [Preferred Contractor Marketing Kit](#) for further information and eligibility requirements.**

Note: All Consumers Energy Trade Ally contractors will have the opportunity to improve their badge rank and status once per calendar year. Beginning in January 2019, badge and marketing materials will be updated annually with data from the previous calendar year.

Thank you for your continued support of Consumers Energy's programs! For more information about the preferred contractor program, please contact the Account Advocate Team.

Account Advocate Support Team
877-404-7937
consumershvac@icf.com

