



## ***NJCEP Lighting Markdown - RFP***

November 10, 2009

Dear Lighting Manufacturer, Distributor or NJ Retailer:

New Jersey's **Clean Energy Program™** (NJCEP), ("Program"), which is sponsored by the New Jersey Board of Public Utilities, is pleased to announce the 2010 New Jersey Change a Light Promotion. The goals of the 2010 Change a Light promotion are to (1) promote the sales of ENERGY STAR® qualified lighting products in New Jersey at reduced prices, (2) educate consumers and retailers alike on the benefits and uses of energy efficient lighting, and (3) to leverage manufacturer and retailer resources to promote New Jersey's other clean energy programs. In 2010 there are two possible tracks for partner participation in New Jersey's Change a Light promotion. The attached documents explain how lighting manufacturers, distributors and New Jersey retailers (Trade Ally Partners) may use program incentives to reduce the retail prices of ENERGY STAR qualified lighting products through product retail "markdowns", similar to the NJCEP 2009 Change a Light promotion.

A second RFP has also been issued to accommodate alternative approaches to promoting ENERGY STAR qualified lighting in NJ, similar to the NJCEP 2009 "creative" initiatives, referred to as the Green New Jersey Resource Team initiative. Lighting manufacturers, distributors, retailers, and other partners are welcome to submit alternative proposals under the NJCEP 2010 Green New Jersey Resource Team RFP.

Trade Ally Partners are invited to submit completed copies of the attached application for markdown promotions offered to NJ consumers throughout the year, ending December 31, 2010 (details below). Participating Trade Ally Partners must sign agreements with Honeywell ("Program Market Manager") to participate in markdown promotion and receive Program reimbursement for product markdown. Payment of markdown reimbursements will be based entirely on documented, credible, store-level sales data.

To participate in a 2010 NJ Change a Light markdown promotion Trade Ally Partners must respond to this solicitation, with a completed application by **5:00 PM EDT December 2, 2009**. This application must include:

- A cover letter describing the proposed markdown promotion, indicating manufacturer and retailer contacts, and signed by the named individuals.
- A completed 2010 Change a Light markdown application form (see attached)
- 2010 Change a Light markdown promotion marketing plans
- Sample Point of Sales (POS) report documentation
- Contact information for the authorized retailer representative to sign off on POS report certification (POS data report certification required with submittal of all invoices).
- A list of proposed New Jersey retail locations
- 2009 sales data for eligible products included in the proposal for 2010.

**Programs and funds for the 2010 New Jersey Change a Light Promotion are pending NJCEP Board approval expected to be announced in December, 2009. All awards will be contingent on final Board approval of programs and budgets. The program reserves the right to cancel or modify the 2010 solicitation as per the Board final approval.** The Program will award Trade Ally Partners the right to use incentives on a competitive basis as described below. For more details, please see the attached Promotion Requirements and Guidelines.

If you have any questions, please contact Pedro Cabrera at (800) 225-0127 ext 3027.

Sincerely,

The New Jersey's **Clean Energy** Program™

Enclosures

## Change a Light Promotion – Markdown RFP

### Frequently Asked Questions

**WHAT INCENTIVES ARE AVAILABLE?** The 2010 Change a Light markdown promotion provides incentives that Trade Ally Partners can use to reduce the retail price of eligible ENERGY STAR® lighting products during the promotion period. Trade Ally Partners have flexibility in how they apply these incentives. The “Maximum Available Incentives” table on page 14 of this document lists the maximum incentive that may be applied per unit, by type of product. Partners are free to propose incentive levels equal to, or lower than, these maximums.

**WHY WOULD A TRADE ALLY PARTNER PROPOSE TO USE LESS THAN THE MAXIMUM INCENTIVE?** Proposals will be evaluated on the value created in terms of dollars per kilowatt hour of energy saved. The lower the incentive proposed per product, the greater the kilowatt hours of savings per program dollar spent, and the greater the value of the proposal. More valuable proposals will be given preference in the awarding of incentives.

**WHAT PRODUCTS ARE ELIGIBLE FOR RETAIL PRICE INCENTIVES?** Only lighting products that are qualified under the ENERGY STAR for CFLs, ENERGY STAR for Residential Light Fixtures and the ENERGY STAR Solid-State Lighting Luminaire programs (as of most recent list on energystar.gov website) are eligible. Eligible ENERGY STAR qualified products may include LED recessed downlights, screw-base compact fluorescent lamps, indoor and outdoor permanent and portable light fixtures, as well as ventilation and ceiling fans with light kits.

**HOW ARE THE INCENTIVES PAID?** Trade Ally Partners sign an agreement with the Program Market Manager detailing the numbers of specific ENERGY STAR qualified lighting products to be sold during the promotion, and how much Program incentive will be applied to each unit. After products are sold at reduced prices during the promotional period, Trade Ally partners submit an invoice with the **approved** “POS” data report documenting that the agreed upon number of eligible products have been sold and an authorized retailer POS data report certification .

**WHO CAN APPLY?** Retailers that sell product only through the Internet or by catalog should not respond to this RFP, but may respond to the “2010 Change a Light – Green New Jersey Resource Team RFP. Trade Ally partners are welcome to respond to either or both RFPs. This promotion is open to Trade Ally Partners that sell eligible ENERGY STAR lighting products to New Jersey residents through retail locations in New Jersey. A manufacturer may submit several proposals with different retailers, and visa versa. However, each unique retailer/manufacturer pair should submit only one proposal covering all Change a Light promotions that these Trade Ally Partners want to conduct together. **Note, no more than 10 proposals per manufacturer or retailer may be submitted for consideration.**

**IS THERE CO-OP ADVERTISING SUPPORT?** The Program will pay up to 50% of approved advertising placement for this promotion and Participating Trade Ally Partners may be eligible for co-op advertising support of up to 20% of the requested incentive dollars or \$50,000 per project, whichever is less. Advertisements must include Program messaging and must be approved by the Program before placement in order to be eligible for this cost share.

**HOW MUCH MONEY IS AVAILABLE?** The minimum product markdown request that will be considered in 2010 is \$50,000. (See application for specific incentive levels). **For 2010, no single manufacturer/retailer team shall be awarded more than \$3,000,000 in combined incentive and coop advertising funding.**

**WHAT TYPES OF ACTIVITIES ARE ELIGIBLE?** Incentives and co-op advertising funds will be awarded based on the quality of the proposals, and at the discretion of the Program. To be eligible for the incentives, the Trade Ally Partners must meet all promotion requirements. Trade Ally Partners should work together to provide a customized program to promote ENERGY STAR® qualified lighting products and educate New Jersey residents on its benefits. Proposals should include details on how the Trade Ally Partners plan to market to their customers, including displays, demos, and advertising and educational materials. New Jersey's **Clean Energy** Program™ sponsorship must be clearly identified to New Jersey residents. The Program is interested in innovative, retail-oriented marketing approaches that meet the required promotion requirements and timeframe.

**HOW WILL MY APPLICATION BE EVALUATED?** Each application will be scored on ability to meet promotion requirements, marketing and promotion plan, and value to the Program. Preference will be given to proposals that make the most efficient use of incentive funds, maximize the number of CFLs promoted include “environmentally friendly” packaging and offer clear display of CFL/Fixture specifications (such as wattages, color, equivalent incandescent replacement). (Please refer to Section II on page 5 for promotion evaluation criteria and consideration.)

**HOW DO I GET STARTED?** Review the application materials, including the Promotion Guidelines. Complete the application materials, including the Application Form and Funding Worksheet.

**WHAT ARE THE IMPORTANT DATES?**

2010 Change a Light applications due	5:00 pm on December 2 ,2010
Promotions start – product available at retail	Signed Agreement
Promotional Advertisement Completed	December 31, 2010
Promotions End	December 31, 2010
Documentation for incentive reimbursement due by	January 31, 2011

**WHERE DO I SUBMIT MY APPLICATION OR GET MORE INFORMATION?** Proposals must be submitted electronically to the email below and a hardcopy can be sent to the address below (you may request an electronic version of the application):

Pedro Cabrera  
Program Manager, Honeywell  
[pedro.j.cabrera@honeywell.com](mailto:pedro.j.cabrera@honeywell.com)

New Jersey's **Clean Energy** Program  
c/o Honeywell  
145 Route 46 West  
Wayne, NJ 07470  
Attn: Pedro Cabrera  
800-225-0127 ext. 3027; Fax 973-890-1531

# 2010 New Jersey Change a Light Promotion

## Markdown Promotion Requirements and Guidelines

### I. Application Components

1. **Project Description:** Please provide a description, no more than 5 pages, of the proposed 2010 Change a Light markdown promotion. Describe each component of the promotion including the objectives of the proposed activities and the expected impact those activities will have on product sales. Description must also indicate how New Jersey's Clean Energy Program messaging will be incorporated into these activities throughout the promotion period (submit sample messaging with proposal). Clearly describe the role of each participating party (i.e. manufacturer, retailer, distributor), including marketing to be undertaken, promotional event support, etc. Note which party will be the primary contact and who will submit the proof of performance and POS data certification.
2. **Retail store or storefront locations covered under this proposal:** Attach store list with store number, address(s), and zip codes of those stores which will be participating in the promotion. Retailers must have storefronts in New Jersey, and only those locations will be eligible. Store list must be provided in both hard copy and electronic format (MS Excel preferred).
3. **Communications:** Describe the process by which communications will be made from the manufacturer to the store level on all aspects of the promotion including: products offered, product price points, date(s) product will arrive in stores, and advertising and marketing support. Provide the method by which each store's sales associates will be informed about the promotion.
4. **Change a Light promotional product:** Provide a list of all models that will be included in the promotion (see attached application form). Confirm that all models included are listed as currently qualified on the ENERGY STAR® web page, and will be available in the targeted retail stores during the period of the promotion.
5. **Retail price incentives and co-op advertising cost share:** List pre-incentive retail price for each model number proposed before markdown is taken and projected retail price NJ consumers will pay at retail for the product after markdown. (see attached application form). Provide proposed incentive per product, total incentive funding, total co-op funding, and final requested amount.
6. **Sample proof of performance (POS Data Report):** Payments for markdown incentives will be made based upon proof of performance showing actual quantities sold during the promotion period, signed trade ally agreement to December 31, 2010. Proposal must include sample electronic point of sales (POS) reports in order to be considered. Refer to Attachment A for the types of proof of performance that will be acceptable for payment purposes. The sample POS data reports must be approved by the Program prior to final promotional agreement. At a minimum, the POS report will include sales data by SKU, quantity sold, store location and date range. POS data reports will be provided on a monthly basis unless a less frequent period is agreed. Invoices must also include a POS data report certification form (see attachment C) to be signed by an authorized representative of the retailer Trade Ally Partner to be true and accurate. Additionally, proof of delivery documentation of lighting products shipped to New Jersey store locations may be requested. Final documentation for all incentive payments must be submitted no later than January 31, 2011.
7. **Baseline sales data:** The New Jersey 2010 Change a Light Promotion markdown is intended to provide retail incentives on eligible ENERGY STAR lighting products that are already being carried by participating Trade Ally Partner retailers. To help the Program determine the impact of the proposed promotion, applications must include sales data for all ENERGY STAR qualified lighting products carried at the retail locations indicated for the period January 1, 2009 through December 31, 2009.
8. **Timeline:** Application will include a timeline for the proposed promotion, including the anticipated start date and end date for each markdown, and any other important dates. Projects must begin when trade ally agreement is signed and end by no later than December 31, 2010.

## II. Proposal Evaluation Criteria & Consideration

Proposals that meet the promotion requirements will be evaluated based on the following criteria:

1. **Ability to Leverage Resources.** Proposals should indicate financial contributions the Trade Ally Partners are providing to the project, including but not limited to special promotional pricing.
2. **Verified Quality Product.** Preference will be given to ENERGY STAR qualified lighting products that have undergone additional, independent, third party testing not paid for by the manufacturers with results indicating performance meeting or exceeding ENERGY STAR requirements.
3. **Consumer Choice.** Preference will be given to proposals that offer a variety of ENERGY STAR CFL products such as spirals, globe, reflectors, A type, 3-way and dimmable as well as qualifying indoor and outdoor fixtures at participating retailers to maximize consumer options.
4. **Comprehensiveness.** Preference will be given to proposals that include all ENERGY STAR qualified lighting products sold at participating retailers in the markdown promotion.
5. **Good Marketing Support.** Preference will be given to proposals that include permanent in-store signage for the duration of the promotion. Additional support should include, but is not limited to, prominent in-store display space, special POP, advertising, product knowledge sessions for sales staff, and in-store demonstrations.
6. **Specialty Lamps.** Preference will be given to those proposals that support underserved product categories (i.e. reflector CFL's, dimmable (see Section IV) and 3-way CFL's, hard-wired and portable fixtures, and LED recessed downlights).
7. **Communication & Customer Service.** The Program strongly encourages Trade Ally Partners to establish a clear chain of communications from the manufacturer/buyer to the store manager and sales associate levels. Preference will be given to those proposals that succinctly establish a process/plan, (with checks and balances), that ensures sales associates and consumers will be well served with product information and education by the participating retailer.
8. **Customer Education.** Preference will be given to proposals that clearly communicate the features and benefits of ENERGY STAR lighting through product packaging, in-store signage, POP materials, and advertising. This includes "environmentally friendly" product packaging that shows clear product specification such as CFL wattage, color, lumens and equivalent incandescent replacement. Product packaging with clear instructions on product returns in case of premature failure will be given preference.
9. **Sales Real Estate Commitment.** Preference will be given to proposals that increase shelf or floor space for ENERGY STAR labeled lighting products.
10. **Good Point of Sales Data.** Preference will be given to proposals with sample applications for incentives that clearly show original price, discounted price, final retail price, quantity sold, and receipt of delivery.
11. **Lighting for Tomorrow.** Proposals that incorporate ENERGY STAR fixtures that are winners of the Lighting for Tomorrow National Lighting Fixture Design Competition will receive special consideration.
12. **Performance.** Prior partner performance of similar promotion.

## III. Promotion Requirements and Guidelines

- **Retailers must place and maintain signage throughout the promotional period indicating that the product discount is courtesy of New Jersey's Clean Energy Program™.** A standard template for using the logos will be provided.
- All products being promoted must be supported with signage approved by the Program noting the discounted price.
- All ads submitted for co-op funding must be approved by the Program prior to their placement.
- The ENERGY STAR logo and Program logo(s) must be identified in the ad. A minimum of 15% of the ad space must be dedicated to this information.

- All co-op ads must prominently feature one or more qualified products. The Program will only pay for the portion of the ad that is dedicated to eligible ENERGY STAR products.
- Content of the co-op ads must emphasize that New Jersey's **Clean Energy Program™** has provided funding to make the final retail discounted price available to the customer.
- Only advertisements or promotions conducted in a manner that will reach New Jersey residents shall be eligible for promotion funds. The Program reserves the right to reject projects that are not targeted mostly to New Jersey residents.

#### **IV. General Eligibility**

This promotion is designed to provide retail price incentives and co-op advertising support for promotional activities conducted by Trade Ally Partners in New Jersey. The eligible products are:

- ENERGY STAR qualified screw-based compact fluorescent light bulbs (CFL).
- ENERGY STAR qualified indoor and outdoor permanent and portable fluorescent lighting fixtures, including ventilation and ceiling fans with light kits.
- ENERGY STAR qualified LED recessed downlights
- All promotional products must be qualified under the most current version of the relevant ENERGY STAR specification.(as listed on [www.energystar.gov](http://www.energystar.gov))

The following products are NOT eligible for incentives:

- ENERGY STAR qualified outdoor fixtures which do not use a fluorescent lamp.
- Other energy efficient lighting products that are not ENERGY STAR qualified.
- Other ENERGY STAR qualified solid state lighting (SSL) technologies

All models must be available in the applicable retail stores during the period of the promotion and carry the ENERGY STAR logo on product packaging.

Trade Ally Partners must agree to the Promotion Requirements and Guidelines outlined in this solicitation. Funding for activities can only be provided for retail locations within the State of New Jersey. Trade Ally Partners must provide a store list (both hardcopy and electronic – MS Excel preferred) with zip codes for these activities. Non-retail offers, electric wholesalers, Internet sites, and catalog retailers are excluded.

To be eligible to participate in the promotion, Trade Ally Partners must meet the following criteria:

1. Trade Ally Partners must complete all approved promotions by December 31, 2010. Promotional product sold after December 31, 2010 will not be eligible for retail price incentive markdowns.
2. Trade Ally Partners will cooperate fully with Program requests for information as to products ordered and shipped to each retailer to ensure products are available during the promotion period.
3. Trade Ally Partners will cooperate fully with Program field staff and provide access to promotional products in inventory.
4. Trade Ally must have a method for tracking and recording the actual (or estimated) impact of the proposed activities on the sales of their qualified products

In no event will the Program make any payments to Trade Ally Partners prior to the execution of a signed agreement.

Trade Ally Partners shall report immediately any suspected incidents of irregularities or fraud to the Program.

Reimbursements of markdown incentives will be made only upon submission by Trade Ally Partners of proof of performance showing actual quantities of promotional products sold during the promotion period ending December 31, 2010. Requests for reimbursement must be consistent with the models, number of products and incentive amounts included in the agreement between the Trade Ally Partners and the Program. For point of sale data requirements see Attachment A.

The Program reserves the right to verify point of sale documentation submitted. If all elements of the proposed project(s) are not complete, or adequate proof of performance is not submitted by the specified

date, the Program reserves the right to pro-rate the amount of the payment to reflect only the portion of the project that was completed and documented. Fraudulent documentation may result in prosecution, termination from the promotion, and non-payment of all outstanding claims.

The Program will require updates as to products ordered and shipped to each retailer to ensure products are available during the promotion period and funds are being spent (see attachment B). The progress of promotions will be monitored during the promotional period by comparing submitted proof of performance against sales milestones included in the agreement between the Program and Trade Ally Partners. If sales milestones are not met, the Program reserves the right to reduce the amount of incentives awarded.

The Program reserves the right to impose additional requirements, as necessary, in order to maintain the integrity of the program.

The promotion design and funding outlined in these rules and related promotion materials reflect the current intent of New Jersey's **Clean Energy** Program™ and the New Jersey Board of Public Utilities (BPU), but may be modified by the Program at any time and without prior notification. The Program may terminate a project at any time for non-compliance.

Trade Ally Partners cannot state or imply that they have been rated, ranked, or endorsed by the Program. Trade Ally Partners may not use or display any of the logos, names, or identity unless approved in advance by the Program.

It is the Trade Ally's responsibility to ensure that all uses of the ENERGY STAR logo and name associated with activities co-funded under this promotion comply with ENERGY STAR program requirements.



**Markdown RFP Attachment A:**

**Proof of Performance Requirements (Incentive Funding and Co-op Advertising)**

A. Product Incentive	Required Proof of Performance (Includes but is not limited to)
<p>Markdown:</p> <p>Trade Ally Partners must submit all the required proof of performance in order to receive incentive funding for product sold in New Jersey retail stores.</p>	<p>Invoices from Trade Ally Partners requesting incentive payment must be addressed to:</p> <p style="padding-left: 40px;">New Jersey’s <b>Clean Energy Program™</b>            2010 Change a Light Promotion            c/o Honeywell            145 Route 46 West            Wayne NJ 07470            Attn: Pedro Cabrera</p> <ol style="list-style-type: none"> <li>1. Invoices must include an invoice number, date, detail model numbers, quantity of products sold, product type, and incentive level according to product type, total incentive funding, total co-op funding, and final requested amount. Only qualified products sold during the promotional period will be approved. Invoice support for markdown incentive must include actual point of sales data report (electronic) provided by the retailer for the invoice period.</li> <li>2. Payments for markdown incentives will be made based upon proof of performance showing actual quantities sold during the promotion period, signed trade ally agreement to December 31, 2010. The POS data reports submitted with invoices must be the same as sample included with proposal and approved by the Program prior to final promotional agreement. Invoices must also include a POS certification form (see attachment C) to be signed by an authorized representative of the retailer Trade Ally Partner to be true and accurate. Minimum requirements for POS data reports includes sales data by SKU, quantity sold, store location and date range. POS data reports will be provided on a monthly basis unless a less frequent period is agreed.</li> <li>3. Additional documentation may be required to show proof of delivery of lighting products to retail store locations, ex: copy of invoices, purchase orders, packing slips or bill of lading from manufacturer to retailer showing retail store and address where product delivered, quantity delivered, date delivered, and signature of recipient.</li> <li>4. Final documentation for all incentive payments must be submitted no later than January 31, 2011</li> <li>5. Trade Ally Partners are encouraged to combine multiple store locations into one invoice and submit no more that two invoice packages per month in order to expedite payment.</li> </ol>

**(Markdown RFP Attachment A: Proof of Performance Requirements (Continued))**

Co-Op Advertising Activities	% of cost-sharing from 2010 Change a Light Promotion	Required Proof of Performance (Includes but is not limited to)
<b>B. Print and Electronic media</b>		
Newspaper, magazine, or TV/Radio ads	Up to 50% of placement costs based on proportion of advertisement that includes ENERGY STAR <sup>®</sup> products, not to exceed \$50,000 per project or 20% of total project costs whichever is less. Development and/or production costs are not eligible.	Copies or original invoices for ad placement. Full-page tear sheet of each ad showing date and name of publication. Copies of original invoices for TV/Radio placement. For radio, copies of script and dates when it aired.
<b>In-store ads such as circulars</b>		
Distribution of Circular	Up to 50% of placement costs based on proportion of advertisement that includes ENERGY STAR products, not to exceed \$50,000 per project or 20% of total project costs whichever is less. Development and/or production costs are not eligible.	Copies or original invoices for circular. Hardcopy of circular.
<b>In-store demos or promotions</b>		
Rental space for event	Up to 50% of costs, not to exceed \$50,000 per project or 20% of total project costs whichever is less.	Copies or originals of all materials developed for event. Photo of event, samples of all materials distributed at event and event summary write-up.
<b>C. New display space</b>		
Costs of purchasing retail display space	Up to 50% of costs, not to exceed \$50,000 project or 20% of total project costs whichever is less.	Invoices, including retailer invoice if space has fee. Electronic summary of products displayed, photo of display, retail location, number of stores, number of products displayed, etc.

## Markdown RFP Attachment B: Shipment Update Report Template

Partners are required to submit the following shipping report (in Excel format) on a bi-weekly basis. This form must be submitted for each retail partner via e-mail to the Program Manager at njcleanenergy@honeywell.com.

Retailer A

Status	Date	Product Type 1 (i.e. 13W)	Product Type 2 (i.e. 15WR30)	(etc.)
Scheduled to Ship	8/1/2010	5,000	3,000	(etc.)

The Trade Allies will use the following status categories:

**Schedule to Ship:** Product is at the warehouse and ready to ship. (Provide the date product is scheduled to ship)

**Shipped:** Product has been shipped to retail location. (Provide date shipped and expected delivery date)

**Hold:** Product is on hold and not ready to ship. (Provide an explanation)

**Cancelled:** Product will not be shipped. (Provide an explanation)

**Markdown RFP Attachment C:**

**Point of Sales Report Certification**

(to be included with all POS reports)

I, \_\_\_\_\_ hereby certify that to the best of my knowledge the data reported on the Point of Sales (POS) report(s) for the period covering \_\_\_\_\_ are accurate and a true reflection of qualified ENERGY STAR® lighting products sold during the promotion period.

Retailer: \_\_\_\_\_

Manager: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

(Trade Ally contact for Sales Report Certification to be specified in MOA)

New Jersey's **Clean Energy** Program™  
**ENERGY STAR®** 2010 Change a Light Promotion  
**Markdown Application Form**

To be complete, your application **must** include all of the following information:

Contact Name:		Company:	
Mailing Address:			
City:	State:	Zip Code:	
Contact Phone:		Contact Fax:	
Email Address:			
Retail Project Partner:			

**1. ENERGY STAR qualified Promotional Products (Check all that apply):**

- |  |   |
|--|---|
| <input type="checkbox"/> Compact Fluorescent Lamps (CFLs)    | <input type="checkbox"/> Specialty CFLs (describe) _____                                    |
| <input type="checkbox"/> Hardwired Fixtures (Indoor/Outdoor) | <input type="checkbox"/> Torchiere <input type="checkbox"/> Ceiling Fan w/Light Kit         |
| <input type="checkbox"/> Ceiling Fan Light Kit               | <input type="checkbox"/> Portable Fixtures <input type="checkbox"/> LED Recessed Downlights |

**2. Type of Promotional Activity(ies) - (Check all that apply, must check at least one):**

In-Store Promotional Displays:

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> End Cap Display        | <input type="checkbox"/> Point of Purchase Materials (POP) | <input type="checkbox"/> Headers/Signage |
| <input type="checkbox"/> Other (Explain): _____ |  |  |

Advertising:

- |  |                                   |  |   |
|--|-----------------------------------|--|---|
| <input type="checkbox"/> Newspaper Ad(s) | <input type="checkbox"/> TV/Radio | <input type="checkbox"/> Retailer Circular | <input type="checkbox"/> Other (Explain): _____ |
|--|-----------------------------------|--|---|

**3. Provide a description of your proposed project, using the attached guidelines provided in Section I.**

**4. Provide a completed Product Type/Incentive Level Worksheet included in this packet.**

**5. Name of Participating Manufacturer and/or Retailer:** Applications must be signed by both the manufacturer and the retailer in order to be considered.

\_\_\_\_\_  
Signature of Primary Contact

\_\_\_\_\_  
Signature of Retailer or Manufacturer Partner

\_\_\_\_\_  
Name (printed or typed)

\_\_\_\_\_  
Name (printed or typed)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

By signing this document, you certify that:

1. You have read, understand, and agree to the attached Promotion Requirements and Guidelines.
2. The information in this proposal is true and correct. You understand that submission of misleading, untrue, or incorrect information will be grounds for disqualifying all of the proposed activities in this proposal.

**New Jersey Clean Energy™ - ENERGY STAR® 2010 Change a Light Promotion  
Markdown Application Form**

**2010 Maximum Available Incentives:**

2010 NJCEP Change a Light Promotional Products	
Standard ENERGY STAR qualified CFLs	
Standard CFL (single pack)	\$0.75/bulb
Standard CFL (multi-pack)	\$0.60 per bulb (\$6 max/pkg)
Specialty* ENERGY STAR qualified CFLs	
Specialty CFL (single pack)	\$3/bulb
Specialty CFL (multi-pack)	\$2/per bulb (\$8 max/pkg)
ENERGY STAR qualified LED Recessed Downlights	\$30/unit
ENERGY STAR qualified Light Fixtures	
Outdoor Light Fixtures (non-incandescent)	\$10/fixture
Indoor Permanent & Portable Light Fixtures	\$15/fixture
Ceiling Fans w/lights or light kits	\$15/unit
Dimmable Indoor Light Fixtures	\$20/fixture

\* "Specialty" products are defined as reflector CFLs, Globe shaped covered CFLs, and 3-way or dimmable CFLs (note additional eligibility requirements in section IV).

**2010 Change a Light Markdown Incentive Proposal**

**ENERGY STAR® qualified, screw-base CFLs**

Product name, model, lumens output and watts	Pre-promotion retail price	Proposed per unit Incentive	Trade Ally Price Reduction	Proposed Promotional Price	Proposed volume	Total proposed incentive	Independent Third Party Tested?
<i>Example: Bulbcorp spiral CFL, model YYY, 1250 lumens, 20 watts*</i>	<i>\$2.75/bulb</i>	<i>\$.85/bulb</i>	<i>\$0.40/unit</i>	<i>\$1.50/bulb</i>	<i>100,000</i>	<i>\$85,000</i>	<i>Yes</i>

\* In this example, the 20 watt CFL is eligible for a maximum \$1.00/unit incentive. The Trade Ally Partners have proposed an incentive level of \$0.85/unit, and have also proposed to reduce their normal retail price by \$0.40 during the promotion.

**ENERGY STAR® qualified light fixtures**

Product name and model number	Pre-promotion retail price	Proposed per unit Incentive	Trade Ally Price Reduction	Proposed Promotional Price	Proposed volume	Total proposed incentive	Lighting for Tomorrow Finalist?

*(Please attach additional copies of this page to proposal as necessary)*

**New Jersey Clean Energy™ - ENERGY STAR® 2010 Change a Light Promotion**

**Markdown Co-Op Advertising:**

<b>Advertising Type</b>	<b>Cost of Placement</b>	<b>Requested Co-op Amount (50%)</b>

**Final Project:**

<b>Total Amount Requested:</b>	
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