

# MASS SAVE® MARKETING OPPORTUNITIES

for Home Performance Contractors (HPC)



As a Mass Save Home Energy Services Program Participating Contractor, you have access to marketing collateral that has been developed specifically to help you acquire customers and drive business.

## THE HPC MARKETING COLLATERAL:

- Promotes the program's rebates and incentives
- Lists the steps to participate
- Explains your affiliation with the program
- Is fully compliant with all Mass Save branding and language guidelines
- Has been approved by the Program Administrator
- Is partially or fully subsidized by the Program Administrator (some restrictions apply)

Thumbnails of available materials are shown on the next page. To place an order, you must complete a Marketing Collateral Order Form.

## To order materials:

Complete a Marketing Collateral Order Form and provide a color (preferred) or black & white logo in the appropriate file format (if applicable). The Program Administrator's Lead Vendor will receive and process the orders for you. Materials will ship directly to you within 7-15 business days, depending on the items ordered.

### Restrictions

Lawn signs are not fully subsidized. One Banner or Table Sign is fully subsidized by the Program Administrator. The Program Administrator's Lead Vendor reserves the right to limit print quantities based on program participation. Other restrictions may apply.

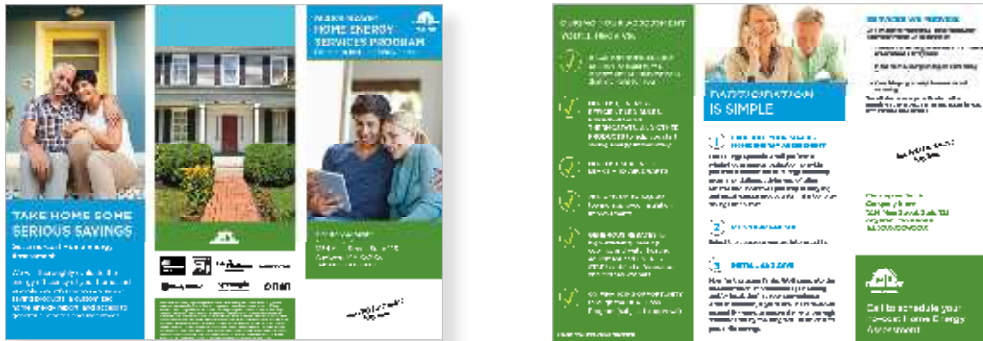


## Questions

For questions about this opportunity, or to request a Marketing Collateral Order Form, email [msmaterials@cleareresult.com](mailto:msmaterials@cleareresult.com)

## BROCHURE: Trifold format, shown flat

Subsidized by the Program Administrator at the available quantities



Your logo & company information prints here.

## FLYER: Single sided

Subsidized by the Program Administrator at the available quantities



Your logo & company information prints here.

## POSTCARDS: Double sided; meets postal requirements

Subsidized by the Program Administrator at the available quantities

### Postcard #1



Your logo & company information prints here.

### Postcard #2



Your logo & company information prints here.

**LAWN SIGNS:** Double sided; hardware included  
 Partially subsidized by the Program Administrator.  
 See the Marketing Collateral Order Form for details.

**Lawn Sign #1**



Company name, phone number and registration number print here.

**Lawn Sign #2**



Company name, phone number and registration number print here.

**Lawn Sign #3**



Company name, phone number, Web URL and registration number print here (Web URL only available on lawn sign #3).

**BANNERS:** 5' x 2'; vinyl with grommets

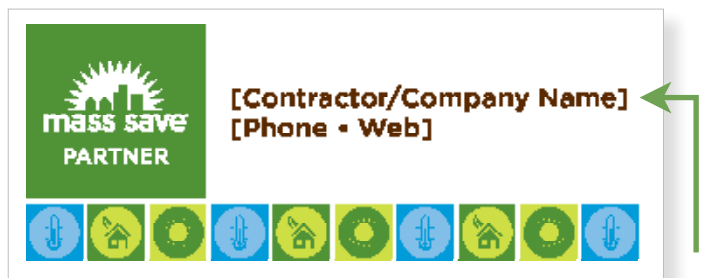
One banner or table sign is fully subsidized by the Program Administrator.

**Banner Sign #1**



Company name, phone number, Web URL and logo print here (logo only available on banner sign #1).

**Banner Sign #2**

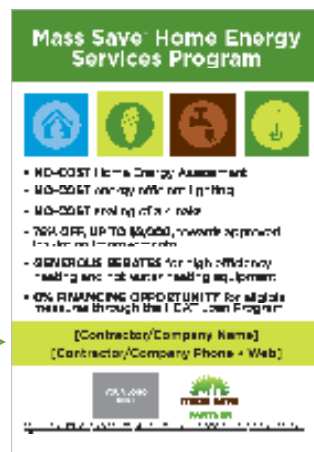


Company name, phone number and Web URL print here.

**TABLE SIGN:** 12.75" W x 18" H; hardware included

One banner or table sign is fully subsidized by the Program Administrator.

**Table Sign #1**



Company name, phone number, Web URL and logo print here (logo only available on table sign #1).

**Table Sign #2**



Company name, phone number and Web URL print here.