



2009 OUTREACH PARTNERSHIP

The ENERGY STAR[®] partners in _____ (city) agree to participate in the 2009 Outreach Partnership to promote ENERGY STAR qualified homes.

- 9 We will contribute a total of \$ _____ for our Outreach Partnership campaign.
- 9 The number of builders participating in our campaign is _____ (minimum of 3).
- 9 We have reviewed and understand the guidelines for participating in the 2009 Outreach Partnership.
- 9 We will submit a draft media plan to EPA by April 30 (or at least 3 weeks prior to the start of our campaign), and our outreach campaign will begin no later than August 1, 2009.
- 9 Our target campaign start date is _____.
- 9 We understand that EPA will conduct a paid online search campaign to complement our media placements. To support that effort, we will develop and maintain a local web site and/or web pages dedicated to ENERGY STAR qualified homes (using the EPA-provided template or our own). If we develop or use our own web site, we will actively respond to EPA recommendations for any needed improvements to support the online search campaign.
- 9 We agree to provide EPA with web site tracking information to allow an evaluation of the effectiveness of our campaign.
- 9 We understand that EPA may add logos to our ads (or local web site) from sponsors helping to extend the duration of the campaign.

We designate the following individuals/organizations:

9 Primary Point of Contact:

Name _____ Company _____

Phone _____ Fax _____ E-mail _____

9 Coordinator with local media outlets on rates and invoicing:

Name _____ Company _____

Phone _____ Fax _____ E-mail _____