



***Texas Co-op Power
Home Energy Makeover Contest
Sponsor Planning Meeting***

**Texas Electric Cooperatives, Austin, Texas
Friday, November 13, 2009 – 11:00 a.m. Central**

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This presentation material is property of UtilityExchange.org with Texas Co-op Power



Meeting Agenda

- 11:00 a.m. Welcome and Introduction
- 11:15 a.m. Texas Co-op Power magazine
- 11:30 a.m. Home Energy Makeover Contest
- Contest Goals
 - Experience from similar programs across the country
 - Roles and Responsibilities for:
 - o Texas Co-op Power
 - o Utility Exchange.org
 - o Electric and Gas Industries Association
 - Sponsor Opportunities
 - Next Steps
- 12 noon Roundtable Discussion
- 12:30 p.m. Adjourn to one-on-one meetings with prospective sponsors





TEXAS CO-OP POWER



Contest Goals



1. **Demonstrate** the value of “whole house” approach to energy savings
2. **Educate** homeowners about the benefits of pro-actively retrofitting their homes
3. **Promote** local contractors supported by regional/national suppliers
4. **Collaborate** Texas Co-op Power, sponsors, co-ops
5. **Create Demand** across the region for energy-saving products and services

ALL Contest Entrants motivated to do their own home energy makeovers!



Contest



- Co-op members compete to win a minimum of 4 prize packages with up to \$10,000 in energy efficiency improvements.
- Homes selected that best demonstrate energy savings potential, using whole house approach
- Sponsors receive advertising space, recognition in promotional materials, product placement, editorial coverage

Home Energy Makeover
A Energy Trust of Oregon
ENERGY TRUST OF OREGON

ENTER TO WIN A HOME ENERGY MAKEOVER

Value: up to \$25,000

Transform your energy hog into a lean, mean, money-saving machine. Enter Energy Trust of Oregon's Home Energy Makeover Contest.

You could be one of four Oregon homeowners to win up to \$25,000 in energy-saving home improvements. You'll be chosen on TV. You won't be about to make it about which one.

What could you win?
Cash savings, water and irrigation system audits, smart meters, Performance with ENERGY STAR® features that include upgrades like these:

- High-efficiency gas furnace or electric heat pump
- Energy-efficient electric water heater or tankless gas water heater
- High-efficiency windows
- Insulation, air sealing and duct sealing
- Energy-saving lighting

Who can enter?
Oregon homeowners with a single-family home as a primary residence that is heated primarily with fuel from Portland General Electric, Pacific Power, Westinghouse or Cascade Natural Gas.

Enter now!
Online—fast & easy!
Visit www.energytrust.org/makeover

By Mail
Call 1-800-942-2277 to request a mail-in application.
All entries must be received by 8 p.m., May 5, 2019.

Prize & your winning package

Sponsors

Home Energy Makeover Contest
Sponsored by Energy Trust of Oregon. The contest is open to all Oregon homeowners who own a single-family home and are a resident of Oregon. All homes must be located in the Pacific Power, Westinghouse or Cascade Natural Gas service area. Winning homes will be selected by the Energy Trust of Oregon based on energy savings potential. The contest is open to all Oregon residents who are 18 years of age or older. The contest is open to all Oregon residents who are 18 years of age or older. The contest is open to all Oregon residents who are 18 years of age or older.





Website

Dedicated website with: contest entry form, sponsor links, case studies, fact sheets, photos/video links and updates



Contest Experience

- **Anaheim, California**
Anaheim Public Utilities with Electric & Gas Industries Association



- **Oregon statewide**
Energy Trust of Oregon with 4 electric and gas utilities



Contest Experience

- **South Carolina statewide**
Electric Cooperatives of South Carolina with 7 winning homes

- **Washington DC area**
ABC7 with U.S. Department of Energy and others



Proposed Winner Selection Process



- Contest entry forms and rules online
- Homeowners enter:
 - Name and address
 - Email and phone
 - Home age and square footage
 - Co-op account number (or type in total annual use?)
- Entrants “ranked” based on energy use per square foot
- High energy users pre-screened by phone
- Finalists selected to receive comprehensive home energy analysis
- Winner selected from finalist reports





And the Winner is...

- Best potential to demonstrate comprehensive home energy savings
- Typical home with higher-than-average energy use
- Typical homeowners representative of community
- Eager to have media coverage
- Common home energy problems with no major construction/electrical needs
- No home-based, energy-intensive businesses





Key Success Factors (Settlers get the land)

- Pick a typical home and savvy homeowner
- Award prizes based on B.S. (building science) rather than “luck” or “need”
- Cultivate traditional and social media
- Focus media on winner AFTER measures installed
- Showcase energy and non-energy benefits
- Help losers do their own home energy makeover
- Collaborate with contest sponsors, maintain quality control for accurate representation of energy savings





Role of Texas Co-op Power

- Promote contest to 3 million co-op members
- Provide strategic direction and oversight
- Execute agreements with contest sponsors for financial and in-kind support.
- Plan and execute contest promotion in magazine and website
- Editorial coverage
- Coordinate with local co-ops





Contest Promotion Activities

- Advertising and editorial coverage in the announcement issue (tentatively set for January), the home makeover issue (tentatively set for August)
- Web site detailing contest rules and status and showcasing winning home improvements
- Media coverage that showcases improvements to winning homes
- Open houses for community leaders and media to showcase winning homes
- Post makeover case studies on winning homes



Role of **EGIA** *with* UtilityExchange.org



- Program consultant to Texas Co-op Power
- Recruit sponsors and home energy auditors
- Assist with contest administration



Who Should Be a Contest Sponsor?



- Home improvement and energy efficiency product distributors and manufacturer
- Home improvement or DIY warehouses
- Home improvement service providers
- Home appliance manufacturers
- Any business promoting sustainable products and services



Innovation never felt so good.™



Financing by
GE Money





Gold Sponsor - \$100,000

- Three full-page, full-color ads in Texas Co-op Power during 2010
- Use of product in one or more makeovers, include product placement in featured editorial
- 250-word editorial side bar in makeover issue
- Participation in planning process
- Recognition in all promotional activities
- Logo on all contest web site, printed and event materials





Silver Sponsor - \$75,000

- Two full-page, full-color ads in Texas Co-op Power during 2010
- Use of product in one or more makeovers, include product placement in featured editorial
- Recognition in all promotional activities
- Logo on all contest web site, printed and event materials





Bronze Sponsor - \$50,000

- One full-page, full-color ad in Texas Co-op Power during 2010
- Use of product in one or more makeovers, include product placement in featured editorial
- Logo on all contest web site, printed and event materials





Sponsor Application Process

- Texas Co-op Power welcomes your proposal for the financial and in-kind sponsorship level and benefits package that makes most sense for your organization
- Please respond by December 4, 2009 to be included in January issue call-for-entries
- Proposals considered on a first-come, first-served, case-by-case basis
- If accepted, Memorandum of Understanding countersigned by your organization and Texas Co-op Power
- Contacts:
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