



2009 ENERGY STAR[®] Awards

General Instructions

What you need to submit/upload:

- A 300-word executive summary highlighting the main elements of your application.
- An electronic copy (Word or WordPerfect) of your narrative
- Supplemental documents such as photos, pamphlets, copies of advertisement, videos, audio files, etc., can be uploaded with your application as PDF files (each file must be less than 12 MB). If necessary, you can mail hard copies of supplemental material (address below).

When you need to submit it:

- A complete electronic application must be **uploaded by December 12, 2008**. EPA and DOE will not accept any applications or materials uploaded/postmarked after this date.
- Any collateral material that is mailed must be **postmarked no later than December 12, 2008**.

How you need to submit:

- All Partner applications must be electronically submitted through your "My ENERGY STAR Account" (www.energystar.gov/ mesa). The electronic system will be available November 17, 2008.
- If you are not currently an ENERGY STAR Partner an electronic copy of your application should be emailed to Quarforth.Alyssa@epa.gov.
- Any supplemental material that cannot be submitted electronically should be sent it to the address listed below. An overnight or two day delivery service is recommended.

Via US Postal Service:

Alyssa Quarforth
US EPA
Ariel Rios Building
1200 Pennsylvania Avenue, NW
Mail Code 6202J
Washington, DC 20460

Via Overnight Delivery Service:

Alyssa Quarforth
US EPA
1310 L Street, NW
9th Floor
Washington, DC 20005-4113
Phone: (202) 343-9604

What to expect after you submit:

- **Confirmation of Receipt:** You will get an email within 24 hours confirming any materials you submit electronically. It will be sent to the Primary and Communications contact in the award application. EPA will confirm receipt of hard copy materials by email within a few days. If you do not receive confirmation within 48 hours for electronic submissions or one week for hard copy materials, please contact the ENERGY STAR Awards Coordinator, Alyssa Quarforth, at (202) 343-9604 or quarforth.Alyssa@epa.gov.
- **Notification:** You will be notified by January 31, 2009 on the status of your application.

Additional information:

- ENERGY STAR Awards Ceremony will be March 31, 2009 in Washington, DC.
- Organizations may apply for more than one award if they meet the eligibility requirements. In such cases, a complete award application package must be submitted for each award.
- There are two broad categories of ENERGY STAR awards that you can apply for: Partner of the Year and Excellence Awards. The Sustained Excellence Awards, our highest honors, are given to organizations who have won Partner of the Year for several years and their achievements continue to surpass those of the previous year.
- Due to the volume of material that will be received, EPA and DOE will not be able to return any materials or promotional pieces.
- Where applicable, quantify your activities and the results (e.g., percent improvement, number of marketing pieces produced, number of people reached), and include electronic copies of documentation that support claims made (e.g., photos of promotional materials, samples of advertisements with the ENERGY STAR mark, copies of training materials used, etc.).

2009 ENERGY STAR[®] Award Application: Excellence in ENERGY STAR Promotion – New Home Builders¹

Eligibility: ENERGY STAR home builder partners who have committed to constructing 100% of their homes to the ENERGY STAR performance guidelines.

Please indicate your ENERGY STAR Builder Partner type:

- Local/Custom site builder
- Production site builder
- Manufactured home plant
- Manufactured or modular home retailer

Description: This award provides special recognition to ENERGY STAR builder partners who have effectively integrated the ENERGY STAR brand and message into their marketing efforts and sales processes, and helped to establish a significant market presence for ENERGY STAR qualified homes.

Criteria: Builder partners' ENERGY STAR sales/marketing materials and consumer education programs will be evaluated for how well they support any or all of the following goals:

- Increased consumer awareness and understanding of ENERGY STAR (including proper use of ENERGY STAR logo mark) and the features and benefits of ENERGY STAR qualified homes
- Increased presence of ENERGY STAR in local media (i.e., through publicized events, TV and newspaper stories, advertising, consumer outreach, etc.)
- Effectively trained sales staff and Realtors on the features and benefits of ENERGY STAR qualified homes and developing internal systems to encourage integration of ENERGY STAR messaging into the sales process.

Narrative: The narrative description of your ENERGY STAR sales/marketing efforts should be no more than **three pages** that address the three criteria above. The narrative must be accompanied by **electronic** samples of ENERGY STAR collaterals materials, including:

- web sites
- advertisements
- media stories generated and/or articles placed
- point-of-sale materials, displays, and presentations
- interior and exterior signage
- consumer education materials (e.g., brochures, fact sheets)
- Cooperative activities with other ENERGY STAR Partners (e.g., the ENERGY STAR for Homes Outreach Partnership)

Your narrative should also address measured and observed results achieved through your sales/marketing and consumer awareness efforts, such as business growth and increased consumer interest. Collateral materials are not part of the three page limit.

¹ Utilities and other sponsoring programs that partner with ENERGY STAR for New Homes should apply for the "Excellence in Energy Efficiency Program Delivery" award under the General/Program Sponsor category. Raters and Providers that partner with ENERGY STAR for New Homes should apply for the "Partner of the Year – Home Energy Raters" award.