



*Fax this form to Jonathan Passe, US EPA,  
(202) 343-2200 no later than March 14, 2008*

## 2008 OUTREACH PARTNERSHIP

The ENERGY STAR<sup>®</sup> partners in \_\_\_\_\_ (city) have agreed to participate in the 2008 Outreach Partnership to promote ENERGY STAR qualified homes. We understand that our outreach campaign must begin no later than August 1, 2008.

We will contribute a total of \$ \_\_\_\_\_ for: (choose one)

(A) \_\_\_ our collective print-only campaign.

- OR -

(B) \_\_\_ our collective multi-media campaign.

We understand that EPA funds for this initiative will be committed based on several factors, including: (1) Number of builders participating in the local Outreach Partnership campaign; **indicate number of builders here:** \_\_\_\_\_, (2) Market size and penetration of ENERGY STAR qualified homes, and (3) Other EPA strategic needs. EPA's contribution will be used solely for placing outreach developed by EPA.

### (A) For our local print-only campaign:

We will place our outreach template for \_\_\_\_\_ weeks in the \_\_\_\_\_  
(insert name of publication)

OR divide our outreach effort run between the following publications:

\_\_\_\_\_ & \_\_\_\_\_

#### Our print template type:

- black & white
- b/w with cyan spot color at the bottom
- 2-color
- 4-color

#### Our print template size:

- 1/4 page
- 1/2 page
- full page
- other (specify) \_\_\_\_\_

### (B) For our local multi-media campaign, we plan to: (please give details below, including length of campaign; attach additional pages if necessary)

\_\_\_\_\_

#### We have also agreed to:

- ✓ Designate \_\_\_\_\_ (partner name) to negotiate the rate with the publication or media outlet (details of invoicing to be discussed with EPA once this form is submitted).
- ✓ Designate \_\_\_\_\_ (partner name) as the payer of the invoice.
- ✓ Set a target date of \_\_\_\_\_ to start our 2008 campaign.
- ✓ Provide EPA with one point of contact (POC), who is

Name \_\_\_\_\_ Company \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_