



For Utilities, Communities, and Organizations

# Promotional Plan Checklist

Please complete and submit with a signed WaterSense promotional partnership agreement.

## Section I: Marketing Contact Information

Organization Name:<sup>1</sup> \_\_\_\_\_

Main Promotional or Marketing Contact (for questions regarding this plan):

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Number of residential customers in service area:<sup>2</sup> \_\_\_\_\_

## Section II: WaterSense Branding and Logo Use

As we build a national brand for water efficiency, WaterSense invites its promotional partners to use the WaterSense logo, messages, and materials in outreach and educational activities promoting water-efficient products and practices in a manner consistent with WaterSense guidelines.

In which of the following areas do you plan to use the WaterSense logo and/or label for promotional purposes?

- Consumer education and outreach campaign
- Community events and/or retail promotions
- Web site
- Rebate program that refers to the WaterSense label (please describe below)
- Bill stuffers, brochures, or other constituent communications
- Advertising/public service announcements (please specify which and where they will be placed)
- Turnkey outreach campaign with WaterSense brand (please describe below)
- Schools, institutions, or commercial outreach
- Other (please describe in detail below)

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<sup>1</sup> Please use the same organization name used on your partnership agreement. If you do not yet have a partnership agreement, please contact us at (866) WTR-SENSE (987-7367) to complete one.

<sup>2</sup> For utilities only.

### Section III: Promotional Efforts and Plans

WaterSense would like to know more about your current and planned water-efficiency outreach efforts to assess how we can best serve our partners. Please include activities such as education campaigns, rebates, irrigation audits, or other programs that focus on specific indoor or outdoor water use.

- 1) What activities or incentive programs do you currently conduct to educate consumers/businesses about water efficiency? (If you have a Web page for your water efficiency program, please provide the URL.)

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- 2) What new activities or incentive programs will you consider conducting to educate consumers/businesses about WaterSense?

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- 3) As the program evolves, WaterSense will continue to create tools and materials for partners. We're interested in your feedback; please let us know how we can assist your efforts to promote water efficiency and WaterSense products and programs.

- Template promotional tools, such as: \_\_\_\_\_
- Assistance in technical areas (e.g., performance contracting)
- Case studies of successful promotional efforts
- Partnerships with government, retail, or nonprofit programs
- Other: \_\_\_\_\_

### Submit the Promotional Checklist (rewriteable PDF) to WaterSense via:

**Fax:** (703) 841-1440

**Mail:** WaterSense, c/o ERG, 2300 Wilson Blvd, Suite 350, Arlington, VA 22201

**Electronically:** If you have Adobe Acrobat Standard or Professional, you can fill out the form electronically and e-mail it to: [watersense@epa.gov](mailto:watersense@epa.gov). Acrobat Reader users must print forms after filling them out and fax or mail them in.

Please contact the WaterSense Helpline at (866) WTR-SENSE (987-7367) if you have any questions about eligibility, partnership, or for general program inquiries.

The public reporting and record keeping burden for this collection of information is estimated to average 13 hours per response. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates, and any suggested methods for minimizing respondent burden, including through the use of automated collection techniques to the Director, Collection Strategies Division, U.S. Environmental Protection Agency (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. Do not send the completed promotional plan checklist to this address.