

# BPA Marketing Portal



First a hypothetical conversation

That is probably not so  
hypothetical...

# Let's Do Some Marketing!!!



- But design is expensive
- And nobody has the right software
- And who has the time...
- Do you know how many jobs I have?
- Let's just write something in the news letter

# Doesn't BPA Have Some Stuff??

Eastern Oregon Water  
1256 SE River St.  
La Grande, OR 97658  
(503) 458-4587  
eatorwater.org

## SMALL CHANGES ADD UP TO BIG SAVINGS.

### IRRIGATION HARDWARE UPGRADES

Nozzles, sprinklers and gaskets are just a few of the many small changes that add up to BIG savings on water and energy costs.

Energy efficient irrigation hardware provides more uniform irrigation application, reduces unnecessary irrigation, and saves you cash! As equipment wears out, making the switch to more energy efficient hardware is one of the easiest ways for you to start saving.

The Irrigation Hardware Upgrade Program is designed to provide additional incentives to help you save, and getting started is fast and easy. Contact your local utility to find out if incentives are available in your area or to check on the eligibility of your new hardware purchases.

Your local utility has helped others save and has additional suggestions for ways you can save big, too!

**IRRIGATION HARDWARE UPGRADE EXAMPLES:**

- Nozzles
- Sprinklers
- Gaskets
- Regulators
- Drop tubes

CONTACT YOUR LOCAL UTILITY TO GET STARTED. ▶

- Yeah, but I have to add our logo
- And In Design costs like \$27,000\*
- And I don't know how to use it anyway
- What am I, a graphic designer?
- Don't you have a meeting to go to, quit bothering me.

# I Thought BPA Would Do That For Us?



- Don't you have to fill out a 17 page form
- And, that would mean I would have to call them
- And talk to those bureaucrats
- (shudder)
- Yeah you're right, let's just write something in the newsletter....

**COMPANY LOGO**  
PUBLIC UTILITIES

Heat Pump Water Heaters are the most efficient way to heat your water and can lower hot water costs by up to 50%. [Insert utility name here](#) offers incentives to help keep costs low. Take control of energy waste and make your home *A Good Place To Be*.

Contact us about installing a heat pump water heater at [yourutility.com](#) or call (xxx) xxx-xxxx.

# GREAT NEWS!!!

You never have to have that  
conversation again!


# Energy Efficiency Marketing Portal




## Welcome to BPA's Energy Efficiency Marketing Portal

BPA has made promotional materials available for utilities to use at their discretion. These promotional materials are available for utilities to use to promote various programs and current offerings at BPA.




 Commercial




 Industrial



 Residential



 Agricultural



 Stock Photos



 Help

# Instructional Materials

Located on BPA website and in Marketing Portal

Catalog ▾ Carolyn VanWinkle ▾ Log Out

Cart (0) Search Catalog...

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Help

- Marketing Resources
- Reports, Publications, and Research
- Utility Toolkit

## BPA Energy Efficiency Marketing Portal

### Getting Started

BPA Energy Efficiency's Marketing Customization portal allows our customers to customize BPA program marketing materials through a simple web to print template. Portal registration and use is open to anyone interested in promoting an energy efficiency program and is meant to assist individuals in creating high quality marketing materials without using technical design software.

To begin, register a Username and Password on the [Marketing Customization Portal](#), and review the instructional materials linked below.

### Instructional Materials

Below are instructional materials to assist you in your use of the BPA Marketing Customization Portal. We have created Basic Instructions that assist you with learning how to upload your utility logo and contact information, and Advanced Instructions that detail the many customization options available on the forms.

If you have any questions while using the portal, please do not hesitate to contact your Energy Efficiency Representative.

#### Instructional Videos

Instructions for Beginners: Drop in your logo, update your contact information and you're ready to print

Advanced Instructions: Take advantage of all the options and truly make your own make it your own

#### Instructional Materials

Instructions for Beginners: Drop in your logo, update your contact information and you're ready to print



# Let's Begin

Log In to the MarCom Central Portal:

<http://marcomcentral.app.pti.com/Bonneville Power Administration/bpa>



Sign In  
Click here to register.

User Id	<input type="text"/>
Password	<input type="password"/>

[Forgot My Password](#)

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# Need Help?

Contact your EER.

# Need More Than It Can Offer?

We're here to help.

Call your EER, we will get you  
the resources you need.