





# Home Performance with ENERGY STAR® Program Program Ally – Installing or Referring Application

The purpose of this application is to explain the terms and conditions under which the undersigned may be considered a Focus on Energy Program Ally. Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment, and control the state’s growing demand for electricity and natural gas. Wisconsin Energy Conservation Corporation (WECC) administers the Focus on Energy program. As part of Focus on Energy WECC may enter into collaborative applications with businesses (referred to as Program Allies) to promote energy efficiency and/or renewable energy. Program Allies are businesses who deliver goods and/or services related to energy efficiency and/or renewable energy.

### Home Performance with ENERGY STAR Ally Category (check one of the following):

- Installing Ally** – contractors installing building shell measures with Program rewards. This category is primarily insulating and air sealing contractors, but other possibilities include e.g. remodelers and roofers.
- Referring Ally** – all other businesses and organizations

PROGRAM ALLY INFORMATION			
Contact Name:*		Title:	
Company Name:*		Phone:*	
Address:*		Mobile:	
City/State/Zip:*		Fax:*	
County:*		E- mail:*	
Website:	* = REQUIRED FIELDS		
PLEASE INDICATE THE WISCONSIN COUNTIES IN WHICH YOUR BUSINESS OPERATES (LIMIT 12):			

- |                                     |                                      |                                    |                                      |
|-------------------------------------|--------------------------------------|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Adams      | <input type="checkbox"/> Florence    | <input type="checkbox"/> Marathon  | <input type="checkbox"/> Rusk        |
| <input type="checkbox"/> Ashland    | <input type="checkbox"/> Fond du Lac | <input type="checkbox"/> Marinette | <input type="checkbox"/> Saint Croix |
| <input type="checkbox"/> Barron     | <input type="checkbox"/> Forest      | <input type="checkbox"/> Marquette | <input type="checkbox"/> Sauk        |
| <input type="checkbox"/> Bayfield   | <input type="checkbox"/> Grant       | <input type="checkbox"/> Menominee | <input type="checkbox"/> Sawyer      |
| <input type="checkbox"/> Brown      | <input type="checkbox"/> Green       | <input type="checkbox"/> Milwaukee | <input type="checkbox"/> Shawano     |
| <input type="checkbox"/> Buffalo    | <input type="checkbox"/> Green Lake  | <input type="checkbox"/> Monroe    | <input type="checkbox"/> Sheboygan   |
| <input type="checkbox"/> Burnett    | <input type="checkbox"/> Iowa        | <input type="checkbox"/> Oconto    | <input type="checkbox"/> Taylor      |
| <input type="checkbox"/> Calumet    | <input type="checkbox"/> Iron        | <input type="checkbox"/> Oneida    | <input type="checkbox"/> Trempealeau |
| <input type="checkbox"/> Chippewa   | <input type="checkbox"/> Jackson     | <input type="checkbox"/> Outagamie | <input type="checkbox"/> Vernon      |
| <input type="checkbox"/> Clark      | <input type="checkbox"/> Jefferson   | <input type="checkbox"/> Ozaukee   | <input type="checkbox"/> Vilas       |
| <input type="checkbox"/> Columbia   | <input type="checkbox"/> Juneau      | <input type="checkbox"/> Pepin     | <input type="checkbox"/> Walworth    |
| <input type="checkbox"/> Crawford   | <input type="checkbox"/> Kenosha     | <input type="checkbox"/> Pierce    | <input type="checkbox"/> Washburn    |
| <input type="checkbox"/> Dane       | <input type="checkbox"/> Kewaunee    | <input type="checkbox"/> Polk      | <input type="checkbox"/> Washington  |
| <input type="checkbox"/> Dodge      | <input type="checkbox"/> La Crosse   | <input type="checkbox"/> Portage   | <input type="checkbox"/> Waukesha    |
| <input type="checkbox"/> Door       | <input type="checkbox"/> Lafayette   | <input type="checkbox"/> Price     | <input type="checkbox"/> Waupaca     |
| <input type="checkbox"/> Douglas    | <input type="checkbox"/> Langlade    | <input type="checkbox"/> Racine    | <input type="checkbox"/> Waushara    |
| <input type="checkbox"/> Dunn       | <input type="checkbox"/> Lincoln     | <input type="checkbox"/> Richland  | <input type="checkbox"/> Winnebago   |
| <input type="checkbox"/> Eau Claire | <input type="checkbox"/> Manitowoc   | <input type="checkbox"/> Rock      | <input type="checkbox"/> Wood        |

**Ally Business Type (check all that apply)**

<input type="checkbox"/> Air Sealing	<input type="checkbox"/> Financier	<input type="checkbox"/> Roofing
<input type="checkbox"/> Architect	<input type="checkbox"/> HVAC / Mechanical	<input type="checkbox"/> Siding
<input type="checkbox"/> Builder (Residential)	<input type="checkbox"/> Inspector (Residential)	<input type="checkbox"/> Supply Warehouse
<input type="checkbox"/> Community/Advocacy Organization	<input type="checkbox"/> Insulation	<input type="checkbox"/> Windows
<input type="checkbox"/> Consulting Firm	<input type="checkbox"/> Plumbing	<input type="checkbox"/> Other (please describe):
<input type="checkbox"/> Contractor	<input type="checkbox"/> Realtor/Broker	
<input type="checkbox"/> Electrical	<input type="checkbox"/> Remodeler	
<input type="checkbox"/> Engineer	<input type="checkbox"/> Renewable Energy Products / Services	

**TERMS AND CONDITIONS:**

**Term:** Program Ally status shall commence on the date this application is accepted by WECC and shall continue until terminated (1) in writing by either party or (2) immediately following any 12-month period in which Ally has not participated in the program (i.e. by Ally or their customers submitting qualified Reward applications to Focus on Energy).

**Termination:** Program Ally status may be terminated without penalty by Ally or by WECC for any reason at any time. Written notice of termination must be sent to the non-terminating party by mail, fax, or e-mail. When termination is initiated by written notice, termination will be effective as of the date the termination letter is received by the non-terminating party. Upon termination, Ally and, if applicable, Ally's customer, shall be eligible to receive payment for eligible services provided prior to the termination of Program Ally status.

**Program Requirements:** Ally shall comply with the Focus on Energy program requirements and procedures. Program requirements and procedures may change from time to time without notice. It is Ally's responsibility to verify current program requirements and procedures at the Focus on Energy website ([focusonenergy.com](http://focusonenergy.com)) or by contacting Focus on Energy staff at 800.762.7077.

**Indemnification:** Ally agrees to indemnify and hold the program administrator, the State of Wisconsin, participating utilities and their respective directors, commissioners, officers, employees, and agents harmless against all claims, liabilities, damages, losses, costs or expenses (including, but not limited to, reasonable attorneys' fees) arising out of or related to any act or omission of the Ally, its directors, officers, employees, subcontractors, or agents of Ally or its subcontractors, including, but not limited, to the failure of Ally to properly and/or timely pay any wages and/or benefits to the Ally's employees. The obligations of Ally under this section shall survive termination or expiration of Program Ally status and shall be in addition to the warranty obligations of Ally.

**Independent Ally:** Ally may present himself/herself/itself as an Ally of the Focus on Energy program. By signing this application, Ally does not become an agent, employee, or representative of the Focus on Energy Program, WECC, program subcontractors, the State of Wisconsin, or participating utilities. The parties shall not be considered to be joint venturers, partners, agents, servants, employees, fiduciaries, or representatives of each other, and no party shall have the right or power to bind or obligate any other party to, or third party beneficiary of, these terms and conditions.

**No Representations:** Ally shall not, directly or indirectly, represent the Ally's products, services, offerings, or work to potential customers or others as being recommended by, endorsed by, or guaranteed or warranted in any way by WECC, this Program, Focus on Energy, the State of Wisconsin, or participating utilities.

**Codes and Licensing:** Ally and its subcontractors shall comply with and conform to all federal, state, local and foreign laws, statutes, ordinances, regulations, rules, codes (including building codes), and orders applicable to Ally, its business, and the work performed by Ally. Ally represents and warrants that Ally has obtained, and currently maintains, all federal, state, local, and foreign governmental franchises, licenses, and permits material to and necessary in the conduct of Ally's business and that Ally is not subject to, or party to, any license, permit, law, rule, ordinance, regulation, order, judgment or decree, or any other restriction of any kind or character, which adversely affects the business practices, operations, or condition of Ally's business. In addition, Ally must attain current and future certification to use certain titles (e.g., Site Assessor, NABCEP Installer).

**Customer Service Standards:** Ally agrees to maintain written customer service standards, acceptable to WECC, which shall be available to customers. (A model set of acceptable standards is available by calling 800.969.9322 and at [focusonenergy.com](http://focusonenergy.com)).

**Continuing Education/Training:** Ally agrees to meet with Focus on Energy Program representatives once every 12 months, or as otherwise required by the Program, to receive program updates in person or via phone conference and to participate in training and/or education as required by the Program.

**Insurance:** Ally agrees to carry appropriate insurance for their type of business. **Program Procedures and Scope of Services:** Ally shall provide diagnostic and/or installation services consistent with the procedures and requirements set forth in the applicable Program Guidelines, including all updates, supplied to Ally under separate cover and incorporated herein by reference. Ally acknowledges that he/she/it has received, read and agrees to comply with the program procedures outlined in the Program Guidelines.

## **BENEFITS:**

**Program Support and Information:** For program related questions please contact your program representative or call Focus on Energy at 800.969.9322.

**Program Ally Directory Listing:** Program Allies are listed on the Focus on Energy FindIt Tool website, [finditwithfocus.com](http://finditwithfocus.com). Prospective customers can search for Program Allies in their area.

**Cooperative Advertising Reimbursement Program:** As an Ally with the Focus on Energy Home Performance with ENERGY STAR Program, Focus is proud to offer the Cooperative Advertising Reimbursement Program. This cash incentive provides Builders with funds to promote and market their participation in the Focus on Energy Home Performance with ENERGY STAR Program. These funds may be used for advertising (print, radio, television, billboards), vehicle signage, brochures, apparel, and other approved marketing pieces.

**Press Release Assistance:** Focus on Energy will provide a press release template announcing acceptance into the program. This template will allow the Program Ally to insert their corporate information into the template and release it to local media. To receive this service, contact the Focus on Energy Marketing Department at 800.969.9322.

**Focus on Energy Newsletter Subscriptions:** Program Allies are eligible to receive all applicable Focus on Energy newsletters. These newsletters are educational pieces discussing Focus on Energy program activities.

**Notification of Training and Educational Opportunities:** Program Allies are eligible to receive notifications for all Focus on Energy trainings and educational events related to their business type.

**Marketing Materials:** Program Allies are provided program marketing materials and may request additional materials by contacting the Focus on Energy Marketing Department at 800.969.9322.

**Use of Focus on Energy Logo for Advertising:** The Focus on Energy name and logo may be used only during the term of this Application and are to be used solely by participating Program Allies for promoting their participation in the Focus on Energy New Homes Program. Advertising using the aforementioned name and logo, and/or promoting your participation with Focus on Energy must be pre-approved by the Focus on Energy Marketing Department. All guidelines for using logo(s) and advertising using the Focus on Energy name and/or logo are set forth by the Focus on Energy Marketing Department and must be followed. A copy of the logo usage guidelines is available from the Focus on Energy Marketing Department by calling 800.969.9322, and is made part of this Application by reference.

<b>PROGRAM ALLY APPROVAL:</b>			
By signing this application, the Installing or Referring Ally agrees to the terms and conditions of this application:			
Signed:*		Date:*	
Printed Name:*		Title:	

**Sponsoring Program Consultant(s) or Performance Contractor(s)**

Ally must work with at least one active Consultant/Performance Contractor to be eligible to participate in the Program. For a list of partnering Consultants and Performance Contractors, please go to [finditwithfocus.com/](http://finditwithfocus.com/)

<b>DELIVERY ALLY APPROVAL:</b>			
By signing this application, the consultant agrees to the terms and conditions of this application:			
Signed:*		Date:*	
Printed Name:*		Title:	

<b>DELIVERY ALLY APPROVAL:</b>			
By signing this application, the consultant agrees to the terms and conditions of this application:			
Signed:*		Date:*	
Printed Name:*		Title:	

\* = Required Fields