

# THE ELECTRIC COOPERATIVES OF SOUTH CAROLINA, INC.

*The Association of South Carolina's Consumer Owned Electric Cooperatives  
Which Serve More Than 1.3 Million Citizens*



June 29, 2009

## The Electric Cooperatives of South Carolina "Help My House" Contest Sponsor Opportunity

Your organization is invited to partner with the Electric Cooperatives of South Carolina, Inc., ("ECSC") and South Carolina Living Magazine, the state's largest circulation magazine, to promote the "Help My House" contest that will be launched in August 2009. Please plan to attend our

**Contest Sponsor Planning Meeting – in person, by phone or online – on Wednesday, July 1 at 1:00 p.m. (Eastern).** Further details will be provided when you RSVP to Ed Thomas at [ethomas@utilityexchange.org](mailto:ethomas@utilityexchange.org) or (970) 209-8347.

**Contest Sponsor Planning Meeting Agenda.** At the meeting, we will discuss:

- Contest winner, finalist, and consolation prize bundles to be awarded in each TV market
- South Carolina Living Magazine (statewide) and other media promotional tie-ins
- Timing for contest entries, winner selection, and contest entrant follow-up
- Sponsor roles and responsibilities

**Contest Goals** are to:

- Demonstrate, in a dramatic way, the measures that a homeowner could do that pay for themselves through energy bill savings and create other non-energy benefits like comfort, safety, and increased home value.
- Demonstrate the value of a comprehensive, "whole house" approach to energy and environmental savings
- Model the collaborative process of how electric cooperatives promote energy-saving products/services installed by qualified, local, home improvement contractors backed by regional and national suppliers
- Motivate homeowners to do their own home energy makeover using local contractors to achieve the type of energy results in the winning homes

**Contest Description.** The ECSC "Help My House" contest will be conducted throughout South Carolina to enhance energy efficiency program awareness among consumers in an innovative manner and immediately engage participating contractors and sponsors. Plans are for all statewide homeowners served by an ECSC member cooperative to be eligible to enter, with seven winning homes selected to receive "whole house" energy makeover packages. Proposed regions to "host" a winning home are:

- Aiken/Augusta
- Charleston
- Charlotte/Rock Hill
- Columbia
- Florence/Myrtle Beach
- Greenville/Spartanburg
- Hilton Head/Savannah



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To implement the contest, ECSC will partner with co-sponsoring organizations to present a contest in which the homeowners who can demonstrate the greatest potential for home energy savings to potentially be awarded a prize package of energy-related home improvements. The home improvement bundle will be determined based on an extensive energy evaluation of the home and other criteria to be determined. Consideration will be based on an analysis of the homeowners' total electric bill over the last 12 months, and other criteria such as which homes would provide the best showcase of a complete, cost-effective energy efficiency retrofit. Contest entry forms and rules will be distributed online and through contest sponsors. Homeowners will have the opportunity to convince the contest's judges that their home deserves to win.

The home improvements may be donated from manufacturers and distributors with labor by local contractors. In addition, home energy audits without improvements will be awarded as consolation prizes to the 4 finalists in each contest region. Copies of home energy audits may be available to all entrants to review and compare with their own home.

**Why Contest Works.** Anyone who has watched the Home Makeover reality television shows knows what a significant promotional opportunity this could be for those who provide home improvement services and products. Similar Home Energy Makeover Contests conducted in Oregon, Maine, Colorado and California have proven to be an innovative way to motivate home owners with higher-than-average home energy costs to save by making the "right" home energy improvements. Unlike other well-known contests, such as Publisher's Clearinghouse, this is not a random drawing. Rather, the ECSC "Help My House" contest will be based on building science and homeowner efforts while leveraging the existing local cooperatives' energy efficiency program infrastructure. For examples of past efforts, see [www.homeenergymakeover.org](http://www.homeenergymakeover.org).

Home energy prices are climbing, and some homeowners believe that there is nothing to do but pay the bigger utility bills. However, energy-related home improvements are a one-time cost that can save homeowners money every month for as long as they own their homes. These contests will serve to create strong connections with the local media and sponsors and emphasize the positive cash flow nature of the energy retrofits when financing is used.

**Who Should be a Contest Sponsor?** We are looking for reputable companies and organizations to provide financial and in-kind program support. Sponsor organizations may include:

- Home improvement and renewable energy product distributors and manufacturers
- Home improvement service providers
- Home improvement/furnishing retailers
- Hybrid car dealerships and other business promoting sustainable products and services
- Non-profit civic and community-based organizations

All types of sponsor participation will be considered, but in particular, we are looking for donations of: central space heating and air conditioning systems; air sealing and insulation; water heating systems; lighting; and appliances.

**Contest Promotion Activities.** South Carolina Living, the statewide magazine mailed to more than half a million cooperative members, will promote the contest entry period and showcase the winning homes and sponsor participation. Other activities may include:

- Television and newspaper coverage that showcases improvements to winning homes
- Open houses for community leaders and media to showcase winning homes



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- Web site detailing contest rules and status and showcasing winning home improvements
- Advertising
- Direct email and postal communications with special offers to all contest entrants
- Case study on each winning home that focuses on sponsors' roles for unlimited distribution by sponsor

**Participation Levels.** Two tiers of participation are available to for-profit companies and non-profit organizations alike:

- **Statewide-level Sponsor.** This top tier is for organizations that provide consideration in a combination of financial and/or in-kind support for participation valued at over \$10,000 for each of 2-7 winning homes in return for consideration such as:
  - Preferential consideration in planning process
  - High-visibility role offered in all promotional activities
  - Organization logo and name prominent on contest web site, printed and event materials
- **Regional-level Sponsor.** This secondary tier is for organizations that provide consideration in a combination of financial and/or in-kind support valued at up to \$10,000 to be used in just one home in return for consideration such as:
  - Advanced notification of program activities before the general public
  - Organization name (but not logo) on program web site, printed and event materials

**How to Apply.** ECSC welcomes your proposal for the financial and/or in-kind sponsorship level and the benefits package that makes sense for you. Proposals are considered on a case-by-case basis. Please respond by July 10 to be considered for inclusion in the initial public announcement of the Contest in the August issue of South Carolina Living. If accepted, you will receive a Memorandum of Understanding to be counter-signed by your organization and ECSC.

**To learn more, contact Ed Thomas at (970) 209-8347 or [ethomas@marketdevelop.com](mailto:ethomas@marketdevelop.com) and plan to participate in the Contest Sponsor Meeting on Wednesday, July 1, 2009 at 1:00 p.m. (Eastern)**





## **ECSC "Help My House" Contest Sponsor Memorandum of Understanding**

**Introduction.** This memorandum of understanding between \_\_\_\_\_ (Sponsor) and The Electric Cooperatives of South Carolina, Inc., (ECSC) is intended to describe the relationship between these two organizations as they work together to offer the "Help My House" contest ("contest") in South Carolina. Utility Exchange (EGIA) is assisting ECSC.

ECSC will provide promotional support to the Sponsor as it promotes the contest. ECSC plans to undertake the following promotion activities:

- Contest launch in South Carolina Living Magazine with close coordination with local television markets
- At least three ECSC news releases to: announce the contest, announce the winners, and announce the completion of the retrofits.
- Publicize a post-installation open house in which community leaders and media representatives may learn about the winning homes.
- Publicize on ECSC website.
- Develop and disseminate case studies of the winning homes for use by sponsor

ECSC agrees to provide visibility to the sponsor's name or logo in promotional materials, as space permits. ECSC will provide this visibility whether or not the sponsor's contribution of products and services are chosen to be installed in the winning homes.

**Scope of Work.** Sponsor agrees to contribute the following products and services, herein after referred to as the "Measures". Sponsor understands that the decision of whether to install these Measures in any of the homes will be made by ECSC and based in part on the cost-effectiveness of the Measures (assuming a publishable market retail price).

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

1. Sponsor will install the Measures in the home selected by ECSC's selection review team. Sponsor is welcome to provide input in the selection review process.
2. Sponsor will install the Measures on a schedule provided by ECSC. The installation will happen no earlier than \_\_\_\_\_ and no later than \_\_\_\_\_. Sponsor will be provided with adequate lead-time between Measure specification and installation. Measure specification will be done with a visit to the home and a discussion with the homeowner. Sponsor will be provided with at least \_\_\_ days of lead-time between this meeting with the homeowner and the date of installation.
3. Sponsor will use the high-quality products and installation procedures necessary for the home to perform as efficiently as possible and comply with applicable building codes and professional standards of installation. Sponsor will provide strong oversight and monitoring of onsite work.

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Sponsor is responsible for the quality and the performance of the products or Measures installed. Neither ECSC nor EGIA bears any responsibility for quality or performance of the products or services of Sponsor or shall be obligated to reimburse Sponsor for any costs or expense associated with Sponsor's participation in this project.

4. Sponsor agrees to promote the contest in the following manner:

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**Term of Sponsorship.** The benefits and obligations of sponsorship under this agreement start on \_\_\_\_\_ and extend to \_\_\_\_\_. ECSC and EGIA have no obligation to include current sponsors in future activities, but will consult with current sponsors about the direction that sponsorship might take in future contest-related activities.

Sponsor's participation will be governed by a "scope of work" and contest terms and conditions. If you agree to this memorandum of understanding, please sign the acceptance section below and return to the above address c/o Lindsey Smith.

Accepted:

ECSC:  
The Electric Cooperatives of S.C., Inc.

SPONSOR:  
Organization: \_\_\_\_\_

By: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_