

# RESIDENTIAL CAMPAIGN ALLY CONCEPT PROPOSAL



## WHAT IS A CAMPAIGN ALLY CONCEPT PROPOSAL?

The Campaign Ally Concept Proposal is a tool for Energy Trust of Oregon, Inc. (“Energy Trust”) trade allies to submit concepts for future marketing campaigns that boost customer participation with a specific energy efficiency offering or technology. Energy Trust accepts Campaign Ally Concept Forms year-round for consideration.

To submit concepts, please complete this form. If your concept is selected, Energy Trust will contact you for additional details and may ask if you are interested in submitting a [Campaign Ally Application](#) to participate in a joint marketing campaign with Energy Trust.

Energy Trust may use any Campaign Ally concepts presented in Campaign Ally Concept Proposals for any purpose, including for network-wide Campaign Ally marketing efforts.

## CAMPAIGN ALLY CONCEPT PROPOSAL DESCRIPTION:

Company Name:			
Campaign Contact name:			
Campaign Contact phone:		Campaign Contact email:	
Home Energy Upgrade:			
Campaign Geographical Region:			
Campaign Description: (Attach as separate document if necessary)			

## HOW TO SUBMIT A CAMPAIGN ALLY CONCEPT PROPOSAL

**Step One:** Be enrolled as an Energy Trust Home Retrofit Trade Ally – [Enroll here](#)

**Step Two:** Submit this completed form, including a detailed description of your Campaign Ally Concept Proposal, to [campaignally@energytrust.org](mailto:campaignally@energytrust.org).

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## TERMS AND CONDITIONS FOR SUBMISSION OF A CAMPAIGN ALLY CONCEPT PROPOSAL

**No Obligation:** By submitting the Campaign Ally Concept Proposal, trade ally acknowledges that Energy Trust has no obligation to execute any of the concepts provided in the Proposal. Accepted proposals do not guarantee trade ally's participation in any marketing campaign. Energy Trust may cancel, delay, or suspend any campaigns at any time.

**Selection:** Energy Trust reviews concepts for use of Business Development Campaign Ally funds submitted via the Campaign Ally Concept Proposal form to determine if the concepts align with current project priorities and whether funding is available for the proposed activities. Concepts that bring about significant amounts of customer participation are welcome.

**Authorization:** Trade allies must fill out this Campaign Ally Concept Proposal completely, truthfully, and accurately. Trade allies may wish to retain a copy of this document. Energy Trust will not be responsible for lost documentation.

**Trade ally status:** An organization must be an Energy Trust Residential Home Retrofit trade ally to submit a Campaign Ally Concept Proposal. Interested parties that are not current trade allies are encouraged to enroll as a trade allies and attend required orientation webinars.

**Ownership of responses:** Submitting trade ally acknowledges that Energy Trust obtains all rights to any material submitted as part of a Campaign Ally Concept Proposal and may, in Energy Trust's sole discretion, use, modify, and disseminate any material submitted as part of a Campaign Ally Concept Proposal.

### Applicant Authorized Signature

By signing below, I represent to Energy Trust that (i) I am duly authorized to submit this Campaign Ally Concept Proposal on behalf of the trade ally named herein; (ii) the information provided in the named trade ally's **Form 1171A: Trade Ally Enrollment Application** agreement with Energy Trust and trade ally's **Form 371A: Home Retrofit Addendum** agreement with Energy Trust continue to be true, accurate, and complete; (iii) the information contained in this Campaign Ally Concept Proposal is true, accurate, and complete; (iv) I have read the **Form 1171A, Form 371A**, and this Campaign Ally Concept Proposal form in their entirety; (v) I understand and accept the terms and conditions contained in the **Form 1171A**, the **Form 371A**, and this Campaign Ally Concept Proposal form.

Authorized signature: \_\_\_\_\_

Printed name: \_\_\_\_\_

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

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