



# Change a Light Northwest Specialty CFL Promotion 2009





# Program Overview

Change a Light Northwest is a continuation of the Big Box Specialty CFL Promotion that was run in 2007 with a few changes:

- No Start and Stop – promotion runs one full year  
**October 1, 2008 – September 30, 2009**
- New Retail Locations – no longer limited to “Big Box”
- New Product Offerings – increased specialty SKUs and T2 Twisters (in limited quantities)
- Bulk Purchasing and Direct Shipment Options
- Increased Marketing and Program Awareness



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# Program Results

- **2007 Program**
  - January 2007 – December 2007 (break in summer)
  - 1,759,095 bulbs sold
  - 61,568,325 kWh savings
- **2008 Program**
  - January 2008 – December 2008
  - 3,899,732 bulbs sold
  - 141,056,707 estimated kWh savings
- **Future Program – Goals**
  - January 2009 – September 2009
  - 4,672,874 estimated bulb sales
  - 167,458,861 estimated kWh savings



# Product Overview

Bare Products	Covered Products			Reflector Products <small>(must pass ENERGY STAR 4.0 spec)</small>
T2-Twist Daylight 3 -Way	A-lamps A-Shaped A-19	Globe G25, G30, G40	Candelabra Torpedo Outdoor Post Bullet	Flood Lamps Indoor and Outdoor R20, R30, R40, PAR38
				



# Bulk Purchase Program

## Order Includes

- Individually packaged CFLs, as well as multipack options
- One (1) Educational Insert per CFL with utility logo

## Order Size

- Minimum: 200 per bulb type
- Maximum: None

## Bulb Mixes

- Mixes of bulb type are allowed as long as minimum quantity of any one type is 200

## Order Requirements and Timeline

- PECL must receive an order with 4 weeks lead time to ensure timely delivery

## Cost Structure

- Shipping is free on orders greater than \$1,000 (per manufacturer) shipped to one address. Freight charge may be applied to smaller orders.
- Any applicable sales tax will be applied.
- Listed prices includes cost of bulbs as well as a \$0.40 per bulb administrative fee
- Charges will be reflected on monthly invoice as an independent line item following delivery





# Direct Shipment Program

## Order Includes

- Customized kit of individually packaged CFLs
- One (1) Educational Brochure per package with utility logo, consistent with look and feel of program
- Delivery to customers' homes via USPS
- Toll-free customer service line
- Guaranteed replacement of damaged or failed CFLs and full product warrantee
- Two (2) CFL recycling collection boxes (prepaid return shipping) per utility

## Order Size

- Minimum: 1,000 packages
- Maximum: None

## Package Mixes

- Packages can be customized to fit your needs
- Ask about other customizable options

## Order Requirements and Timeline

- PECl must be supplied with a customer mailing list at time of order
- PECl must receive an order with 4 weeks lead time to ensure timely delivery

## Cost Structure

- Any applicable sales tax will be applied
- Price included costs of the bulbs, all printed material, newsletter to precede kit, shipping, and admin fee
- Charges will be reflected on monthly invoice following delivery



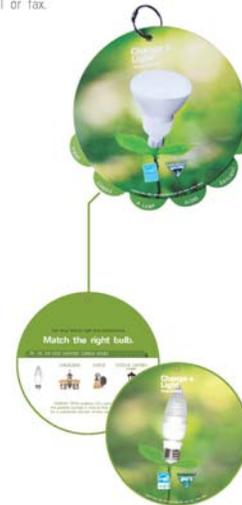
# Marketing Materials

## BPA CHANGE A LIGHT Marketing Materials

### THANKS FOR YOUR SUPPORT!

Program materials are available upon request. Simply complete this form and submit by mail or fax.

MARKETING MATERIALS	QTY
<p>2" x 4" Web graphic Increase online program awareness by placing the graphic on web pages.</p> 	
<p>4.75" Booklet Provide customers with this full color educational takeaway piece.</p> 	
<p>18" x 27" Poster Carry program savings messaging to consumers with full color posters.</p> 	
<p>6" x 2' Banner Use indoor/outdoor banners at promotions and events.</p> 	
<p>6" In-Store Shelf Sign Educate consumers which bulb is best suited for usage.</p> 	
<p>7" x 11" In-Store Aisle Talker Display full color signs at retail locations to inform consumers of special pricing.</p> 	



**In-Store Shelf Sign**  
(CANDLE Panel demonstrates proper placement of bulbs for maximum performance and energy saving messaging.)

Brought to you by:



NAME \_\_\_\_\_ COMPANY \_\_\_\_\_  
 SHIPPING ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 PHONE NUMBER (\_\_\_\_) \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

**SUBMIT YOUR ORDER TO:**  
 BPA CHANGE A LIGHT MATERIALS 1400 SW 5th Avenue suite 700 Portland, OR 97201 Phone: (503) 248-4636 Fax: (503) 295-0820



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# Website

[www.changealightnw.com](http://www.changealightnw.com)

(Click on *For Utilities* tab)

**Username:** peci

**Password:** Bpa08

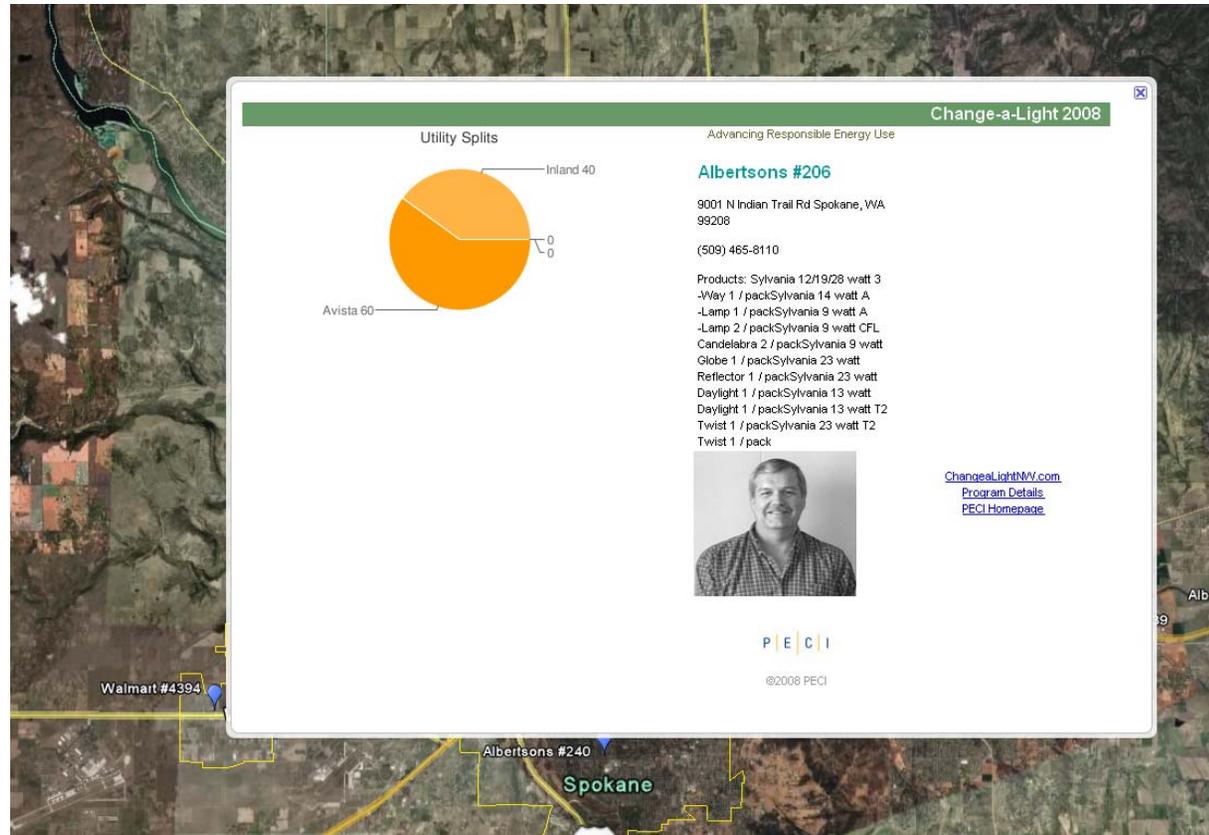




# Outreach Opportunities



# Field Services



# Documented Direct- Installed CFLs

- **Twisters \$4.00 & Specialty \$5.50**
- **Must be:**
  - ENERGY STAR-rated
  - Specialty Bulbs must meet specialty definition
  - Visually confirmed as installed in sockets in residences in utility's service territory
  - Physically installed or visually confirmed as installed by utility or agent acting under a signed agreement for the utility
- **Documentation requirements:**
  - Copy of purchase receipt/invoice
  - Manufacturer and documentation that CFLs is ENERGY STAR qualified
  - Documentation of direct installation including: residential address, type, wattage, and number of bulbs installed, name/agent responsible for installing bulbs or inspection

# PTR Measures

CFL measure	Application	Details	Credit/ Reimbursement	PTR Ref. No.
CFL– Twister/Spiral	Any non-documented, non Hard-to-Reach (HTR) CFL twister. <i>Note:</i> all CAL should be recorded here	Interior/exterior, any application. All retail CAL bulbs purchased by consumers in stores are recorded here because they are offered at a discount	\$2.50	RLI00112
CFL Specialty**	Any specialty bulbs through bulk purchase, direct mail, etc. (EXCEPT retail CAL*bulbs)	Must meet specialty bulb definition	\$4.00	RLI00125
Documented Direct Installed CFL – Twister	Any CFL - twister/spiral with documented installation	Installation witnessed by utility or agent. Documentation requirements in Implementation Manual.	\$4.00	RLI00124
Documented Direct Installed CFL – Specialty	Any CFL-specialty bulb with documented installation	Installation witnessed by utility or agent. Documentation requirements in Implementation Manual.	\$5.50	RLI00123
Special or Hard-to-reach Opportunities – Twister/spiral	Twister CFL distributed by utility via special events/activities	Requires advance approval by BPA	\$4.00	RLI00120
Special or Hard-to-reach opportunities – Specialty	Specialty CFL distributed by utility via special events/activities.	Requires advance approval by BPA	\$5.50	RLI00126





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# Thank You

For more information, please contact:

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