



THIS IS YOUR LIGHTBULB MOMENT

When July 2012 Comes, The Alarm Sounds for Good.

Please, be alarmed. The incentives that encourage businesses to make the switch to T8 lamps and ballasts are due to expire in July 2012. At that point, you'll pay full price for the new industry standard. You don't want to pay full price, do you?

When you upgrade to T8 today, you save hundreds, even thousands of dollars (depending on the number of lights in your business). When you delay, the opportunity to save slips away. In other words, this is your lightbulb moment. Act today and start saving energy and money tomorrow. Act today by contacting us for help finding the right lighting contractor for your T8 lighting upgrade. / *Savings vary by utility and project.



place your logo
here (the white
box remains)

CALL

XXX-XXX-XXX

or

EMAIL

EMAIL@UTILITY.COM

or

WEB

UTILITYWEBSITE.COM

but

HURRY

INCENTIVES EXPIRE
JULY 2012



THIS IS YOUR LIGHTBULB MOMENT

If you're like most people the idea of energy efficient lighting is one you like to entertain. But the time for weighing your options is over. If you want to save up to 70%* of the project costs on your lighting upgrade, it's time to act now. Please, be alarmed. The incentives that encourage businesses to make the switch to T8 lamps and ballasts are due to expire in July 2012. At that point, you'll pay full price for the new industry standard. You don't want to pay full price, do you? / *Savings vary by utility and project.

WHAT YOU STAND TO GAIN FROM A T8 LIGHTING UPGRADE

- 1 T8 lighting saves you money on future utility bills.
- 2 T8 lighting doesn't cost much to install when you act today.
- 3 T8 lighting makes a big difference for the environment.
- 2 T8 lighting is the new standard which makes upgrading inevitable (it's the price you pay that's variable).
- 3 T8 lighting provides better and longer lasting illumination, making for safer and more productive workplaces and stores.



place your logo here (the white box remains)

ACT TODAY AND START SAVING ENERGY & MONEY TOMORROW

Contact us, for more information about the T8 Lighting Project.

EMAIL

EMAIL@UTILITYNAME.COM

WEB

UTILITYWEBSITE.COM

CALL

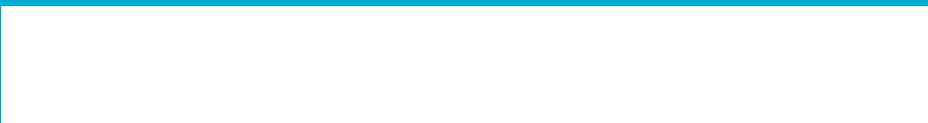
XXX-XXX-XXXX

but

HURRY

INCENTIVES EXPIRE
JULY 2012

Utility Name
Address
City, State Zip





T8

LIGHTING
PROJECT

LIGHTED DIAL

AMERICAN
SALES

\$: \$ \$

100-100-100



COPY

DATE:	Feb. 15	DRAFT:	VF
CLIENT NAME:	BPA Energy Efficiency		
PROJECT NAME:	T8 Lighting Project		
DESCRIPTION:	Utility to End User – Time Is Running Out		

DIRECT MAIL:

HEADLINE: **This Is Your Lightbulb Moment**

COPY:

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What You Stand To Gain From A T8 Lighting Upgrade

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Act today and start saving energy and money tomorrow. Contact us today for more information about the T8 Lighting Project.

BILL INSERT:

HEADLINE:

This Is Your Lightbulb Moment

SUBHEAD:

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BODY:

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When you upgrade to T8 today, you save hundreds, even thousands of dollars (depending on the number of lights in your business). When you delay, the opportunity to save slips away.

In other words, this is your lightbulb moment. Act today and start saving energy and money tomorrow.

Act today by contacting us for help finding the right lighting contractor for your T8 lighting upgrade.

EMAIL AND NEWSLETTER COPY #1: LONG

SUBJECT LINE:

The deal is almost up

HEADLINE:

This Is Your Lightbulb Moment

SUBHEAD:

T8 Before It's Too Late

COPY:

All good things in all good time. Right?

No, not exactly. Many good things do not last forever. In fact, that's the case here. The amazing incentives we've been extending on energy efficient T8 Lighting upgrades are about to expire.

When incentives do run out, you'll pay full price for new T8 bulbs and ballasts. You don't want to pay full price do you?

Upgrade to T8 today, and save hundreds, even thousands of dollars (depending on the square footage of your business). When you delay, the opportunity to save slips away.

Think what you can do with all those savings...

What You Can Do With The Money You Save On A T8 Lighting Upgrade

- Go on vacation
- Save for retirement
- Pay off your credit cards
- Give to your favorite charity
- Expand your business

Act in your own self-interest. Find a lighting contractor today who can come out and assess your needs and help you do the math on an upgrade. Many businesses recoup the cost to upgrade to T8 Lighting in as little as one to two years.

In other words, this is your lightbulb moment. Act today and start saving energy and money tomorrow.

Contact us and/or your local lighting contractor today for more information about the T8 Lighting Project.

EMAIL AND NEWSLETTER COPY #1: MEDIUM

SUBJECT LINE: The deal is almost up

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EMAIL AND NEWSLETTER COPY #2: LONG

SUBJECT LINE: Do you hear the alarm?

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: Wake Up Before It's Too Late to Save on a T8 Lighting Upgrade

COPY: Imagine the sound your alarm makes early in the morning. That's the kind of urgency we'd like to convey right now.

Why would we want to alarm you like that? Because the amazing incentives we've been extending on energy efficient T8 Lighting upgrades are about to expire.

If you don't mind paying full price for T8 Lighting, please ignore this email. If you'd like to save hundreds, maybe even thousands of dollars, by upgrading to T8 Lighting, then please locate a lighting contractor today who can assess your needs, get you a bid and complete all the work (including processing all the incentives paperwork) before July 2012.

When you delay, you lose. When you pick up the phone and talk to a lighting contractor you win.

T8 Lighting Is A Big Win For You And The Region

- Lighting accounts for close to 40% of the energy used in U.S. commercial buildings each year
- A move to T8 Lighting saves customers hundreds of dollars a year on their utility bills and significantly reduces the load on local utilities
- A medium-sized building can save nearly 4000 kilowatt-hours per year by installing three dozen T8 lamps and ballasts
- By conserving energy, we help to ensure the quality of life that we associate with the Pacific Northwest for future generations

In other words, this is your lightbulb moment. Act today and start saving energy and money tomorrow.

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DISCLAIMER

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