

NW DUCTLESS HEAT PUMP PROJECT



Summer and Fall Market Promotion Opportunities

Dear Utility Partners,

As summer draws to a close, get ready to take advantage of one (or both) of these ductless heating and cooling system promotional opportunities. We're working with top manufacturers to secure the most generous rebates on the best products to lower your customers' utility bills and keep them comfortable as summer turns into fall. You'll be able to customize these promotions to include your logo, along with any additional incentives, financing and state/local tax credit information. See below for promotion details.

FUJITSU DUCTLESS SUMMER PROMOTION

As announced in July, Fujitsu is offering consumers up to \$200 in savings on select ductless heating and cooling systems through September 30, 2015. The details of the promotion can be found [here](#). Consumers can take advantage of this rebate offer by finding an installer [here](#).

Associated promotion activities will drive consumers to http://www.fujitsugeneral.com/summer_splash_rebate.htm, where they can download the mail-in rebate form.

To support your outreach efforts, a digital promotion packet is now available [here](#). The information in this packet can be customized to include your incentive and financing information, branding and any relevant tax credit information. Materials in the packet include:

- Website/newsletter/email copy

- Suggested social media post content
- Promotion FAQ document

MITSUBISHI - GENSCO FALL 3-2-1 PROMOTION

As we announced in July, Mitsubishi and Gensco are partnering to offer another ductless heating and cooling system promotion this fall. Details include:

- Available September 1 through November 30, 2015
- Offered exclusively through Mitsubishi Diamond Contractors
- Tiered markdowns available each month:
 - September - \$300
 - October - \$200
 - November - \$100
 - Any Mitsubishi 1:1 ductless system is eligible as long as it's purchased and installed through a Mitsubishi Diamond Contractor

Marketing activities will drive consumers to DuctlessHomeComfort.com, where they can locate a Mitsubishi Diamond Contractor. Consumers must hire a Mitsubishi Diamond Contractor for their Mitsubishi 1:1 ductless system to be eligible. Use the Ductless Home Comfort website to find Mitsubishi Diamond Contractors in your territory, or let us know if you'd like an Excel version of the list.

A digital promotion packet is available for download [here](#). These materials can be customized to include incentive and financing information, branding and any relevant tax credit information. Packet resources include:

- Website/newsletter/email copy
- Suggested social media post content and promotion graphics
- Promotion direct mail postcard template
- Promotion FAQ document

Please contact us with any questions about either one of these exciting promotional opportunities. We are working with manufacturers to provide additional ductless system promotions this fall-stay tuned for updates as details are confirmed.

Sincerely,

Suzi Asmus
Program Manager
503.688.5407

The NW Ductless Heat Pump Project is an initiative of the Northwest Energy Efficiency Alliance. To learn more about NEEA, visit neea.org.

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NW Ductless Heat Pump Project | 100 SW Main St. | Suite 1500 | Portland | OR | 97204