

## **New Advanced Smart Thermostat marketing tools available for the holiday season**

The holiday season brings great discounts on many of your favorite products, including advanced smart thermostats. Many manufacturers and retailers offer seasonal, limited-time discounts on qualifying units, which when combined with our [promotional incentive](#) of up to \$175, significantly reduces the up-front cost for end-users. Popular models on BPA's [Smart Thermostat Qualified Products List](#) may be available for less than \$50 after discounts and utility incentives.

BPA's marketing toolkit can help you communicate savings to your end-users. Download images or promotional messages to use in your social media posts or holiday newsletters. Find the Smart Thermostat holiday social media content on the [Residential marketing toolkit](#) and the [Special Promotions page](#) on bpa.gov.

**Questions?** Contact Andrea Weathers at [amweathers@bpa.gov](mailto:amweathers@bpa.gov) for questions regarding the marketing tools, or Paul Hawkins at [pahawkins@bpa.gov](mailto:pahawkins@bpa.gov) for questions regarding the BPA Advanced Smart Thermostat measure.

