

# Let's Transform the Market!



**Limited Time Offer: Get \$350 per new LED Fixture!**

BPA is now offering **\$350 per fixture** for qualifying LEDs. That's up to a **40% incentive increase!** This limited time offer is available for gas station canopy lighting when replacing existing 320w or 400w HIDs.

## Key benefits to customers:

- Brighter, safer environment
- Reduced maintenance costs
- Competitive advantage over poorly lit fueling stations

Customizable marketing materials available from BPA upon request.



**INTERESTED UTILITIES, CONTACT [LIGHTING@BPA.GOV](mailto:LIGHTING@BPA.GOV) FOR MORE INFORMATION**

## Terms & Conditions

- Promotion only applies to existing 320w and 400w HID's on the primary gas station canopy.
- Promotion does not apply to parking lot lighting, bollards, poles, wall packs, awnings, walkways, car washes, security lighting or other surrounding areas beyond the underside of the gas station canopy.
- Proposed new LED fixtures must be listed on the Design Lights Consortium or Lighting Design Lab qualified product list or be utility approved. LED tubes are **not** eligible.
- Must qualify for either Measure H4-70% or H5-70% from the program offerings to receive the \$350 per fixture promotional incentive.
- Projects must be submitted to IS 2.0 for invoicing by 3/31/16 to be eligible for promotional incentives.
- To get started, utilities should submit lighting calculators to [lighting@bpa.gov](mailto:lighting@bpa.gov) for customization.
- Customized promotion calculators may only be used for qualifying gas station canopy measures. Other non-promotional measures, including non-standard measures, completed on site must be entered into a separate lighting calculator.
- Trade Allies must contact their local utility to confirm their participation in this promotion.
- Incentives are subject to change and are only available through consenting utilities while funds last.

## Limited Time Offer

- This promotion runs April 1, 2015 to March 31, 2016.
- Completed promotional calculators must be submitted to IS 2.0 for invoicing by 3/31/16 to be eligible for promotional incentives.

## We're here to help.

Please send any questions to [Lighting@bpa.gov](mailto:Lighting@bpa.gov)