

NYS Clean Heat Program

Participating Contractor Advertising Co-op Agreement

If you sell, design, install or service heat pump systems in residential and/or small commercial buildings, being a participant in the NYS Clean Heat Program can help you improve and expand your business. As a participant in our network, you will play an important role in increasing adoption of heat pumps and supporting the state's nation-leading climate, clean energy and decarbonization goals.

We provide our network participants with access to a wide range of resources and services to support them and their businesses, including access to training, marketing materials and support, sales tools, and information about available generous financial incentives for heat pump projects.

This Advertising Co-op Agreement outlines usage expectations for the NYSEG or RG&E Participating Contractor badge.

NYSEG or RG&E is the owner of the Participating Contractor badge. Failure to adhere to the guidelines set forth in this agreement will subject you to consequences that may include (but are not limited to) revoked access to marketing materials provided by NYSEG or RG&E or removal from the NYS Clean Heat Program.

Participating Contractors agree to the following:

1. Grant of License: NYSEG or RG&E hereby grants to the Participating Contractor a non-transferable, nonexclusive, revocable license to use the NYSEG or RG&E Participating Contractor badge during the term (as defined in the agreement) to promote the NYS Clean Heat Program in accordance with NYSEG or RG&E's brand guidelines. Note that this does not grant the Participating Contractor a license to use the Participating Contractor badge elsewhere unless expressly given consent.

Participating Contractor commitments:

- b. Participating Contractor shall use the Participating Contractor badge to heighten public awareness of the NYS Clean Heat Program.
- c. Participating Contractor shall comply with the brand guidelines.

Quality control of usage of the NYSEG or RG&E Participating Contractor badge:

- a. All uses of the NYSEG or RG&E Participating Contractor badge must appear identical in substance to the templates provided by NYSEG or RG&E and comply with the current brand guidelines.
- b. Prior to any use of the badge, the Participating Contractor must obtain, at the Participating Contractor's sole expense, prior written approval of such use from the program vendor. Such requests shall include a representative sample of the proposed use of the asset, including, but not limited to, promotional materials.
- c. If NYSEG or RG&E or the program vendor determine that one or more of the Participating Contractor's uses of the NYSEG or RG&E Participating Contractor badge are in any manner inconsistent with the terms of this agreement, including any exhibits hereto, then the program vendor shall notify the Participating Contractor, and the Participating Contractor shall immediately cease all such disapproved uses of the badge. Failure of the Participating Contractor to comply with these instructions shall result in the immediate termination of the use of the NYSEG or RG&E logo or Participating Contractor badge.

Signature:

Date:

Print Name:

Company Name:

Consequences of Improper Use

Non-compliance or unauthorized use of any advertisement in this co-op may result in suspension or removal as a Participating Contractor.

The Participating Contractor shall at all times conform to the guidelines of the program and co-op.

If the Participating Contractor is removed from the program, then the Participating Contractor shall immediately cease promoting participation in the program, return (at the Participating Contractor's own expense) any marketing materials provided by or on behalf of NYSEG or RG&E with respect to the program, and shall no longer be eligible to participate in the program. In all instances of temporary suspension from the program, all of the privileges of participation in the program are revoked, including, but not limited to, the use of this marketing material associated with this co-op.