

Instructions: CUT AND PASTE SAMPLE LETTER ON COMPANY LETTERHEAD
(See Instructions to complete partnership letter)

SAMPLE: CORPORATE PLEDGE

DOCKET

09-OII-1

DATE _____

RECD. MAY 12 2010

Please address to:

Amy Morgan
Media and Public Communications Office
California Energy Commission
1516 Ninth Street, MS - 29
Sacramento, CA 95814

Date:

Re: CORPORATE PLEDGE OF IN-KIND SERVICES IN SUPPORT OF THE
CALIFORNIA CASH FOR APPLIANCES PROGRAM

Please accept this official pledge of *[Company]* to participate as *[a Platinum/ an Official(Refer to Partnership Benefits Grid for appropriate partner level)]* Partner in the *California Cash for Appliance Program (Program)*, part of the federal State Energy Efficient Appliance Rebate Program funded by the American Recovery and Reinvestment Act of 2009. *[Company Name]* acknowledges that if its commitment is accepted, the Energy Commission will rely on this commitment to satisfy federal program requirements for in-kind services. *[Company Name]* agrees to abide by all Program rules and requirements applicable to the Partners. (signed agreement attached).

As *[a Platinum/ an Official]* Partner, *[Company]* commits to contributing the following in-kind services to support the implementation of the *California Cash for Appliances* rebate program *[please include only those services you are willing to provide, and provide any additional description to clarify your specific commitment]:*

☐ **Staff Training**

- ☐ Provide training and information to *[Company]* employees about the requirements of the Program, eligible appliances, and benefits of the high efficiency appliances to consumers. This training will enhance *[Company's]* ability to answer consumers' questions about the program.

☐ Other (please specify):

Estimated value of each service:

☐ **Program Advertising and Promotion**

☐ Create, publish, or distribute Promotional materials related to or containing information about the program

☐ Assist the Energy Commission in its development or production of official informational materials by:

☐ Adding Program-related messaging to Energy Commission flyers and circulars

☐ Creating in-store marketing materials

☐ Translating Program materials to multiple languages

☐ Providing in-store printed Program rebate forms to consumers

☐ Conducting broadcast advertising to raise awareness of and participation in the Program.

☐ Other (please specify):

Estimated value of each service:

☐ **Consumer Education**

☐ Deliver information to consumers about Program requirements, eligible appliances, and rebate levels

☐ Provide rebate forms and instructions, and assistance with filling them out

☐ Post materials related to the Energy Commission's *California Cash for Appliances* website

☐ Post and disseminate information on local Certified Appliance Recyclers and any locally available haul-away programs.

☐ Other (please specify):

Estimated value of each service:

- ☐ **Recycling/ Haul-away Services** – Provide, free of charge to the consumer, an appliance delivery and haul-away service that results in 100 percent of the hauled appliances being totally de-manufactured and recycled in accordance with California and federal law. Ensure that each hauled appliance is delivered to a California Certified Appliance Recycler, allowing consumers to meet the recycling requirement of the *California Cash for Appliances* Program. This service includes accepting appliance from consumer, providing a Proof of Recycling form to the consumer with the recycler information already filled out, providing a proof of delivery form (if applicable) and delivering the old appliance to a Certified Appliance Recycler.

Estimated value of service:

- ☐ **Recycling Services** – Please describe services offered

Estimated value of service:

- ☐ **Other** – Please describe:

Estimated value of each service:

The estimated costs of these in-kind services total approximately \$[XX,XXX] in value to the State of California as:

Task	Cost or Value	
Staff Training	\$	X
Program Advertising and Promotion	\$	X
Consumer Education	\$	X
Recycling/Haul-away Service	\$	X
Other	\$	X
Total	\$	X

These costs estimates are based on [please describe how these estimates were derived (e.g., these costs estimates were derived from information on actual costs associated with similar efforts historically done by this company)].

Our company is fully capable of and committed to providing the in-kind contributions pledged above, and as the undersigned I am fully authorized to make this commitment on behalf of our company.

Optional: On behalf of [Company], I respectfully request that this information be kept confidential according to Title 20, Section 2505 of the California Code of Regulations. The formal application for confidentiality is submitted as required by the Energy Commission.

Sincerely,

[Signature of Authorized Company Representative]

Printed Name and Title

Date

E-mail

Phone Number

Instructions to Complete Partnership California Cash for Appliances

Please RETURN these items to the California Energy Commission to complete your partnership request:

- 1 Mail your signed *Pledge Letter* (Using the attached sample pledge letter, cut and pasted on your company letterhead).
- 2 Mail your signed *Program Name and Logo Use Agreement*.
- 3 E-mail your logo if you are a "Platinum Partner" or "Official/Non-Retailer" to the e-mail address below in a .JPG or .EPS format with the subject line, "Partner Materials/[Your company name]."
- 4 E-mail your desired website address that will be linked from the California Cash for Appliances rebate program to the e-mail address below with the subject line, "Partner Materials/[Your company name]."

By Mail:

California Energy Commission
Media and Public Communications Office
Attn: Amy Morgan/CASH 4 Appliances
1516 9th Street, MS- 29
Sacramento, CA 95814

By E-mail:

appliances@energy.state.ca.us

Questions:

Partnerships or website:

Susanne Garfield-Partnerships
Amy Morgan-Partnerships
Bob Aldrich-Website
Media and Public Communications Office
916-654-4989

Program and technical information:

Lorraine White, 916-654-4075
Peter Strait, 916-651-9375