



CITY OF STURGIS

Trade Ally Participation Application

This document allows the City of Sturgis and the Energy SmartSM program to stay in touch with participating contractors and suppliers. By signing this document, you agree:

1. To actively promote the Energy Smart incentive programs.
2. Your participation will be in compliance with program guidelines.
3. The City of Sturgis Energy Smart program may distribute your company's name as a Participating Trade Ally in the program.
4. Your participation is not an endorsement of your company by the Sturgis Energy Smart program.
5. To not use the City of Sturgis nor the Sturgis Energy Smart logos on promotional materials.
6. To abide by all applicable laws, building codes and licensing.
7. Your participation is valid for the duration of the programs.
8. The City of Sturgis reserves the right to discontinue or change any program at any time.
9. The City of Sturgis does not endorse any particular manufacturer, product or system design within these programs.
10. The City of Sturgis does not expressly or implicitly warrant the performance of installed equipment.
11. The City of Sturgis is not responsible for the proper disposal/recycling of any waste generated as a result of a project.
12. The City of Sturgis is not liable for any damage caused by the installation of the equipment or malfunction of the installed equipment.

Contact Information:

Business Name:		Contact Person's Name:
Business Street Address:		City / State / Zip:
Phone:	Fax:	E-mail:

Main Business Type (please check one that is most applicable):

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Architect | <input type="checkbox"/> Builder | <input type="checkbox"/> Compressed Air Consultant | <input type="checkbox"/> Contractor/Installer |
| <input type="checkbox"/> Consultant | <input type="checkbox"/> Developer | <input type="checkbox"/> Energy Services Company | <input type="checkbox"/> Engineer |
| <input type="checkbox"/> Manufacturers' Rep | <input type="checkbox"/> Supplier-Retail | <input type="checkbox"/> Schools and Government | <input type="checkbox"/> Other: _____ |

Municipalities Serviced (check all that apply):

- | | | | |
|-------------------|--------------------------------------|---------------------------------------|---|
| North: | <input type="checkbox"/> Hart | <input type="checkbox"/> Charlevoix | <input type="checkbox"/> Petoskey |
| West: | <input type="checkbox"/> Grand Haven | <input type="checkbox"/> Zeeland | <input type="checkbox"/> Lowell <input type="checkbox"/> Portland |
| Central: | <input type="checkbox"/> St. Louis | <input type="checkbox"/> Eaton Rapids | <input type="checkbox"/> Chelsea |
| Southwest: | <input type="checkbox"/> Niles | <input type="checkbox"/> Sturgis | <input type="checkbox"/> Paw Paw |
| East: | <input type="checkbox"/> Wyandotte | <input type="checkbox"/> Bay City | <input type="checkbox"/> Croswell |

Customer Market Base (check all that apply):

- | | | | |
|---------------------------------------|--------------------------------------|---|---------------------------------------|
| <input type="checkbox"/> Agricultural | <input type="checkbox"/> Commercial | <input type="checkbox"/> Industrial | <input type="checkbox"/> Multifamily |
| <input type="checkbox"/> Non-Profit | <input type="checkbox"/> Residential | <input type="checkbox"/> Supplier-Wholesale | <input type="checkbox"/> Other: _____ |

Products or Services Offered (check all that apply):

- | | | |
|--|---|--|
| <p>Lighting:</p> <input type="checkbox"/> Commercial
<input type="checkbox"/> Industrial
<input type="checkbox"/> Specialty/Outdoor | <p>HVAC Equipment:</p> <input type="checkbox"/> Controls/Automation Systems
<input type="checkbox"/> Chillers/Cooling Towers
<input type="checkbox"/> Heat Pumps
<input type="checkbox"/> Rooftop Units
<input type="checkbox"/> Split Systems
<input type="checkbox"/> Geo-Thermal Heating and Cooling | <p>Miscellaneous:</p> <input type="checkbox"/> Refrigeration Equipment
<input type="checkbox"/> Cooking Equipment
<input type="checkbox"/> Laundry Equipment
<input type="checkbox"/> Metering Equipment
<input type="checkbox"/> Energy Management Software
<input type="checkbox"/> Building Envelope (Insulation)
<input type="checkbox"/> Water Heaters (Building/Domestic)
<input type="checkbox"/> Air Sealing
<input type="checkbox"/> Real Estate Management
<input type="checkbox"/> ENERGY STAR® Equipment |
| <p>Misc. Electric:</p> <input type="checkbox"/> Compressed Air Systems
<input type="checkbox"/> High Efficiency Motors
<input type="checkbox"/> Variable Speed Drives
<input type="checkbox"/> Pumps | <p>Other:</p> <input type="checkbox"/> _____
<input type="checkbox"/> _____ | |



City of Sturgis Trade Ally Policy

Energy Smart is a portfolio of programs promoting energy efficiency and conservation, including rebates and education. The Energy Smart program offers financial incentives to participating building owners and contractors.

Contractors who meet certain training and program participation standards are given Trade Ally status.

The Energy Smart Trade Ally Policy and Application define the terms under which the contractor agrees to participate in the Trade Ally program.

Trade Ally participation standards include:

- Maintaining good customer service performance and representing the Energy Smart Trade Ally program appropriately.
- Attending an annual training session and submitting a signed Trade Ally participation agreement.
- Submitting at least one application per program year.
- Submitting final application paperwork within 90 days of the funds reservation letter.

Benefits of participation include:

- Access to free exclusive program training.
- Access to the Trade Ally Portal on the Energy Smart website.
- Your company listed as a registered program Trade Ally on the Energy Smart website.
- Supplies of printed marketing materials.
- An assigned Energy Advisor to assist with the program.
- Eligibility to receive third party checks.

The Energy Smart program team will review all applications, verify the information and contact the references listed. If any information is missing or inadequate, we will contact you to request an update. You will be notified via email when your application is approved.

Restrictions:

- Applicant must be either an installer, a general contractor, an architecture and engineering firm, or a supplier of qualifying equipment to be eligible.
- Use of the Energy Smart logo in any format is strictly prohibited without the express written approval of the Energy Smart program.
- Co-branding is not allowed and will result in removal as a Trade Ally.
- Trade Allies may provide a link to the list of approved Trade Allies on the Energy Smart website.

Disclaimers:

- Contractors' Trade Ally program status and participation are at the sole discretion of the Energy Smart program. Participation standards are subject to change.
- Trade Ally status does not imply a utility endorsement of the contractor in any way; rather it simply provides a way to identify those contractors who have completed the required training.
- Failure of any Trade Ally to comply with applicable laws, codes, or Energy Smart guidelines or any failure to resolve customer concerns may lead to the removal of said Trade Ally from the program.
- The Energy Smart program makes no warranty of any kind whatsoever, including, without limitation, the warranty of merchantability or fitness for purpose. Under no circumstances will the Energy Smart program be held liable for indirect, special, consequential, punitive or exemplary damages.

I agree to the terms and conditions set forth in this document:

Signature

Print Name

Date

Fax: (517) 203-0658 Mail: 1400 Abbot Road, Suite 400, East Lansing, MI 48823