

## 2024 Trade Ally Renewal Bonus

We would like to thank our Trade Allies for their continued support and participation in the Consumers Energy Business Energy Efficiency Program (CEBEEP). To kick off our 2024 program year we are offering a bonus for timely submittal of program renewal documentation to current listed Trade Allies for each Commercial Energy Efficiency program.

This Bonus starts on December 1, 2023 and concludes February 29, 2024. Any documentation received after 11:59 PM February 29, 2024, will not qualify for this bonus.

Bonus structure	
<b>Tier 1: Renewal documentation received by Dec 31, 2023</b>	<b>\$250 bonus paid to Trade Ally</b>
<b>Tier 2: Renewal documentation received by Jan 31, 2024</b>	<b>\$100 bonus paid to Trade Ally</b>
<b>Tier 3: Renewal documentation received by Feb 29, 2024</b>	<b>\$50 bonus paid to Trade Ally</b> <b>(Third tier not eligible for BIDP)</b>

### Eligibility

Eligible Participants must be listed with Trade Ally status as of December 1, 2023 and have completed all requirements specified of the individual Consumers Energy Business Energy Efficiency Program the renewal is sent, unless an exception is approved by the Program.

Programs and documentation required:

- Commercial & Industrial Energy Efficiency Program – 2024 Trade Ally Renewal Application
- Small Business Energy Efficiency Program – 2024 Small Business Trade Ally Application
- Business Instant Discount Program (BIDP) – 2024 Memorandum of Understanding (MOU)

## Additional Bonus Rules

- Participants profile must be listed with Trade Ally status as of December 1, 2023 and have completed all requirements specified of the individual Consumers Energy Business Energy Efficiency Program the renewal is sent, unless an exception is approved by the Program.
- Bonuses are subject to all applicable federal, state, and local laws and regulations and is void where prohibited.
- Trade Ally renewal documentation can be submitted by:
  - **Commercial & Industrial Renewal** by application link sent in email or by email to [ConsumersEnergyBusinessSolutions@cmsenergy.com](mailto:ConsumersEnergyBusinessSolutions@cmsenergy.com)
  - **Small Business Renewal** by email to [ConsumersEnergySmallBusinessSolutions@cmsenergy.com](mailto:ConsumersEnergySmallBusinessSolutions@cmsenergy.com)
  - **Business Instant Discount Renewal** by email to [Businessinstantdiscount@cmsenergy.com](mailto:Businessinstantdiscount@cmsenergy.com)
- Bonus Payment
  - Bonuses will be calculated based on the submitters current status and documentation received timestamp.
  - The Bonus will be paid in a separate check one per Tax ID Number to the Trade Ally recorded W9 address.
  - Bonus payments will be paid out, after the final tier bonus renewal date .
- A W-9 is required for payment and will need to be updated if the W-9 on file is older than 24 months or if the contractor/customer business' contact information has changed.
- Tax Liability
  - Payees are solely responsible for all applicable federal, state and local taxes associated with the payout.
- Disclaimer
  - Consumers Energy reserves the right to modify the rules of the bonus for clarification purposes without materially affecting the rules of the bonus offer. Consumers Energy reserves the right to cancel the bonus at any time without obligation or prior notice. By participating, each entrant agrees to be bound by the Bonus Rules and the decisions of Consumers Energy, which shall be final.
- Waiver
  - By participating, entrants agree that Consumers Energy and all of its respective officers, directors, employees, shareholders, representatives and agents shall have no liability and will be held harmless for any liability, loss, injury or death to entrant or any other person, including, without limitation, damage to personal or real property, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of the Program.
- Exclusion
  - The Multi-family and Residential Energy Efficiency Program Trade Allies are not eligible for this bonus offer.
- Sponsor
  - Consumers Energy Company, One Energy Plaza, Jackson, Michigan 49201.