



Consumers Energy for Trade Allies: Bonus Update

August 10, 2022

New Fall Bonus

We are offering a 30% bonus to Trade Allies and contractors when you submit a final application between Aug. 15 and Sept. 15 and a 20% bonus for final applications submitted by Oct. 31st. The bonus is calculated from the final paid incentive amount.

Details:

- Starts Aug. 15th, see the chart below for submission deadlines
- Applies to both electric and/or natural gas measures
- Minimum incentive amount of \$10,000 per project
- Can be combined with all bonuses **except** the Missed 2021 Application Bonus and the Boiler Tune-up Bonus
- Must opt-in, opt-in form must be submitted with the final application
- **[Click here for official rules and opt-in form](#)**
- See your Energy Advisor for more details

Bonus structure

Total Project Base Electric and/or Natural Gas Incentives must be greater than \$10,000

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|--|----------------|
| Final Application received by Sept. 15, 2022 | 30% bonus paid |
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| Final Application received by Oct. 31, 2022 | 20% bonus paid |
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Increased Boiler Tune-up Bonus

Let's make 2022 be the year of the boiler tune-up. With product lead times increasing we see an opportunity to focus on tune-ups, so we are rewarding you for it. See the chart below for the per application bonus, which doubled from last year.

[Click here for details.](#)

| Category | Measures | Bonus Total |
|--------------------------------------|---------------------------|------------------------------|
| Space Heating Boiler Tune-up Level 3 | TU101c At Least 1,200 MBH | \$500 per paid application |
| Process Boiler Tune-up Level 6 | TU102c At Least 1,200 MBH | \$1,000 per paid application |

All Bonus Recap Matrix

We are offering an unprecedented amount of bonuses for an unprecedented time. [Click here](#) or on the table below to see a full size version of all the compelling bonuses we are offering to ensure you are maximizing the value of the program offers for you and your customers.

| Consumers Energy Business Energy Efficiency Bonuses (as of August 10, 2022) | | | | | | | | | |
|--|---|--|---------------|------------------------|-----------------------|---|---------------|---|--|
| Bonus Name | Description | Combined with other Bonuses? | Fuel Type | Bonus Recipient | Bonus Cap | Opt-in | Start Date | End Date | Link to Official Rules |
| Quality Application Bonus | A per app bonus for PDF or online application. Bonus depends on the incentive amount. | Yes, all except 2021 missed applications | All | Trade Ally (only) | N/A | A form must be included with the pre-application | Feb. 21, 2022 | Nov. 30, 2022 | Link to Official Rules |
| Manufacturing 10% Bonus | Can only be used once per facility location. Can be used on missed 2021 applications. For heavy and light industrial customers. | Yes, all eligible bonuses | Electric only | Customer | \$20,000/project/site | A voucher must be included with the pre-notification application or the final application | May 1, 2022 | Nov. 1, 2022 | Link to Official Rules |
| K-12 School 22% Bonus | The bonus will automatically apply to all K-12 school applications when the primary business type "School (K-8)" or "High School" is selected on the application. | Yes, except missed 2021 applications and Manufacturing 10% Bonus | All | Customer | No | Not required | May 1, 2022 | Nov. 1, 2022 | Link to Official Rules |
| Buy USA 15% Bonus | The bonus is intended to ease the burden of supply chain and inflation issues. | Yes, all except the Buy MI Bonus and Missed 2021 App Bonus | All | Customer | \$20,000/project/site | An affidavit must be submitted for the qualifying product(s) with the pre-notification application or the final application | May 30, 2022 | Nov. 30, 2022 | Link to Official Rules |
| Missed 2021 Application 20% Bonus | Get a 20% bonus on the final incentive amount for any qualifying 2021 final application. | Manufacturing 10% Bonus only | All | Trade Ally/ Contractor | No | A form must be included with the final application | June 15, 2022 | Nov. 30, 2022 | Link to Official Rules |
| Fall Opt-in 30% or 20% Tiered Bonus | Get a 30% bonus on final application received by Sept. 15 or get a 20% bonus on final applications received by Oct. 31. | Yes, all except Missed 2021 and Tune-up Bonuses | All | Trade Ally/ Contractor | \$20,000/project/site | A form must be included with the final application | Aug. 15, 2022 | 30% by Sept. 15, 2022 20% by Oct. 31, 2022 | Link to Official Rules |
| Boiler Tune-up Bonus | Get a per application bonus. Level 3 is \$500 and Level 6 is \$1,000. | Quality Application Bonus only | Natural Gas | Trade Ally/ Contractor | No | Not required | Aug. 15, 2022 | Nov. 30, 2022 | Link to Official Rules |

Trade Ally Energy Advisors

- Northern Region - Jim Minthorn231-633-5467
- West Region - John Russell616-432-7315
- Kent County - Brandon Scott.....517-243-1070
- West Central Michigan - Kim Gavin517-231-9205
- East Central Michigan - Laurie Brenner.....517-706-7315
- Metro North Region - James Dail517-993-7486
- Southeast Michigan - Nathan Leindecker.....231-670-6918
- Southwest Michigan - Gordon Plourde517-375-0506

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|---|--------------|
| Strategic West Michigan - John Russell | 616-432-7315 |
| Strategic East Michigan - Dave Kirk | 517-896-5830 |
| National Accounts - Ben Donnelly..... | 517-614-6413 |
| Agriculture - Duane Watson..... | 517-749-6668 |
| Agriculture - Tom Gallagher..... | 734-358-8826 |
| Indoor Agriculture - Rachel Fredrickson..... | 517-899-5570 |
| Indoor Agriculture - Connor Robertson..... | 517-862-1978 |
| Compressed Air - Brandon Scott..... | 517-243-1070 |
| Network Lighting Controls - Chris Valliere..... | 517-614-0552 |
| Business Instant Discount West MI - Doug Sandberg..... | 517-247-1260 |
| Business Instant Discount East MI - Doug Sandberg..... | 517-247-1260 |
| Small Business, Southwest MI - Mike Olsen..... | 517-977-8273 |
| Small Business, Southeast MI - Charles Jarvis..... | 517-525-1545 |
| Small Business, Northwest MI - Jayme Theile..... | 517-512-4870 |
| Small Business, Northeast MI - Aeric Zielinski..... | 517-648-0804 |
| Small Business, Trade Ally Advisor - Matthew Butzen..... | 773-504-3638 |

Your small changes can have a big impact on Michigan -
and this program is just one example.

BECOME A **FORCE OF CHANGE**

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