

Buy USA 15% Bonus

In support of United States based energy efficiency product manufacturers and with the intention of easing increasing supply chain issues, we are excited to offer a 15% bonus on all eligible energy efficient products made in the USA. An affidavit (see last page) must be submitted for the qualifying product with the pre-notification application or the final application.

This Buy USA 15% Bonus can be applied to natural gas or electric measures and is calculated based on the qualifying product, before any other bonuses. Starting May 30, 2022, any pre-notification application or any final application submitted to the Program with a final application submitted no later than Nov. 30, 2024 can be eligible. Previously paid projects submitted do not qualify. The Bonus will not automatically apply to the applications, the affidavit – attesting to at least 50% of the product is produced in the USA – must be submitted with the application to receive the bonus. This bonus can be combined with other bonuses. This bonus cannot be combined with the Buy Michigan Bonus. The bonus is capped at \$20,000.

Business Instant Discount distributors are allowed to offer an extra 15% instant discount on USA made products sold by distributors (bonus will not be applied if the discount exceeds the measure MSRP). The affidavit must be filled out, submitted, and approved BEFORE the transaction occurs, to ensure the distributor's reimbursement. Send completed affidavits to businessinstantdiscount@cmsenergy.com for approval.

Additionally, to continue supporting our Michigan based energy efficiency product manufacturers, we are increasing our Buy Michigan Bonus to 20% through Nov. 30, 2024. Same requirements apply for the Buy Michigan Bonus Program.

Quick Facts
15% bonus on USA made energy efficiency products
Applications submitted May 30 – Nov. 30, 2024
No minimum incentive amount, missed applications are NOT eligible
Can be combined with the other bonuses (not Buy Michigan Bonus)

Official Rules

Consumers Energy Business Energy Efficiency Programs is offering bonuses under the Business Energy Efficiency Programs for qualifying electric and/or natural gas measures completed by qualifying customers to receive a bonus, with a complete final application submitted before 11:59 p.m. on Nov. 30, 2024. No exceptions will be granted.

- This Buy USA Bonus can be used repeatedly on any incentivized energy efficiency product.
- The affidavit can be submitted with the pre-application or the final application.

- The signed affidavit must accompany the pre or final application at the time of submission to be eligible to receive this bonus.
- Business Instant Discount Distributors: disregard statements made about applications and follow the instructions on the first page, all other applicable rules outline also apply for distributors.
- This bonus can be combined with other rewards and bonuses offered by Consumers Energy Business Energy Efficiency Programs (excluding the Buy MI Bonus).
- Bonuses are subject to all applicable federal, state, and local laws and regulations and is void where prohibited.
- Compliance with Consumers Energy Business Energy Efficiency Programs requirements.
- Participants in the Consumers Energy Business Energy Efficiency Programs shall comply with these Official Rules requirements, terms and conditions of the Consumers Energy Business Energy Efficiency Programs, as set forth in the Consumers Energy Business Energy Efficiency Programs incentive applications and related program documents.
- Final Applications must be submitted on and/or before Nov. 30, 2024 at 11:59 pm to be included in the 15% Bonus payout. No exceptions.
- Applications can be submitted through the Online Application at ConsumersEnergy.com/easyapp or by fax, mail or email. Mail to P.O. Box 1040, Okemos, MI 48864, fax to 877-607-0738, or email to ConsumersEnergyBusinessSolutions@cmsenergy.com. Consumers Energy is not responsible for any lost, incomplete, illegible or late Final Applications; any technical or mechanical malfunctions; or any human-processing errors.
- Bonus Payment
 - Bonuses will be calculated on the paid incentive amount for natural gas and/or electric measures qualifying for the Buy USA Bonus, on the Final Application.
 - Bonus will not be applied if the project cap has been reached.
 - The bonus will be paid to the customer named in the application, unless the Third Party Payment Release is completed, then the Bonus will be paid to the authorized third party. The Bonus will be combined with the incentive and paid in a single check sent to the customer or authorized third party.
 - The bonus will be closed before the dates above if/when the program energy savings goals are achieved, as determined within the sole discretion of Consumers Energy.
 - Consumers Energy reserves the right to cancel, suspend and/or modify this bonus if any fraud, technical failures, or any other factor impairs the integrity or proper functioning of the bonus, as determined by Consumers Energy in its sole discretion. Consumers Energy, in its sole discretion, reserves the right to disqualify any entrant it determines to be violating the Official Rules.
 - 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 customers 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 these Official 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.
- Inclusion
 - Commercial and industrial large business Incentive Application will be eligible for this bonus offer, including residential agriculture and Business Instant Discount Program.
- Sponsor
 - Consumers Energy Company, One Energy Plaza, Jackson, Michigan 49201.

AFFIDAVIT – See last page.