



## Consumers Energy for Trade Allies: Bonus Recap

June 15, 2022

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### Missed 2021 Application 20% Bonus

We are offering a 20% bonus to Trade Allies and contractors when you submit a missed 2021 application. The 20% is calculated from the final paid incentive amount.

#### Details:

- Starts June 15th, all final applications must be submitted by Nov. 30th
- Applies to both electric and/or natural gas measures
- No cap on the Missed 2021 Application Bonus
- No minimum incentive amount
- Can be combined with the Manufacturing 10% Bonus (only)
- Must opt-in, opt-in form must be submitted with the final application
- [Click here for official rules and opt-in form](#)
- [Click here for the flyer](#)
- See your Energy Advisor for more details

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### 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 June 15, 2022)									
Bonus Name	Description	Combined with other Bonuses?	Fuel Type	Bonus Recipient	Bonus Cap	Opt-in	Start Date	End Date	Link to Official Rules
<b>Quality Application Bonus</b>	Per app bonus for PDF or online application bonus depends of the amount of the incentive.	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	<a href="#">https://www.consumersenergy.com/energy-efficiency/bonuses/quality-application-bonus</a>
<b>Tiered Opt-in Bonus</b>	Bonus paid based on when a final application is received.	Yes, all except 2021 missed applications	All	Trade Ally/ Contractor	\$20,000/ project/ site	A form must be included with the pre-application	Feb. 21, 2022	July 1, 2022	<a href="#">https://www.consumersenergy.com/energy-efficiency/bonuses/tiered-opt-in-bonus</a>
<b>Manufacturing 10% Bonus</b>	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-application	May 1, 2022	Nov. 1, 2022	<a href="#">https://www.consumersenergy.com/energy-efficiency/bonuses/manufacturing-10-percent-bonus</a>
<b>K-12 School 22% Bonus</b>	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	<a href="#">https://www.consumersenergy.com/energy-efficiency/bonuses/k-12-school-22-percent-bonus</a>
<b>Buy USA 15% Bonus</b>	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	<a href="#">https://www.consumersenergy.com/energy-efficiency/bonuses/buy-usa-15-percent-bonus</a>
<b>Missed 2021 Application 20% Bonus</b>	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	Jun 15, 2022	Nov. 30, 2022	<a href="#">https://www.consumersenergy.com/energy-efficiency/bonuses/missed-2021-application-20-percent-bonus</a>

## Trade Ally Energy Advisors

<b>Northern Region - Jim Minthorn</b> .....	231-633-5467
<b>West Region - John Russell</b> .....	616-432-7315
<b>Kent County - Brandon Scott</b> .....	517-243-1070
<b>West Central Michigan - Kim Gavin</b> .....	517-231-9205
<b>East Central Michigan - Laurie Brenner</b> .....	517-706-7315
<b>Metro North Region - James Dail</b> .....	517-993-7486
<b>Southeast Michigan - Nathan Leindecker</b> .....	231-670-6918
<b>Southwest Michigan - Gordon Plourde</b> .....	517-375-0506
<b>Strategic West Michigan - John Russell</b> .....	616-432-7315
<b>Strategic East Michigan - Dave Kirk</b> .....	517-896-5830
<b>National Accounts - David Keller</b> .....	517-258-0616
<b>Agriculture - Duane Watson</b> .....	517-749-6668
<b>Agriculture - Tom Gallagher</b> .....	734-358-8826
<b>Indoor Agriculture - Rachel Fredrickson</b> .....	517-899-5570
<b>Indoor Agriculture - Connor Robertson</b> .....	517-862-1978
<b>Compressed Air - Brandon Scott</b> .....	517-243-1070
<b>Network Lighting Controls - Chris Valliere</b> .....	517-614-0552

<b>Business Instant Discount West MI - Doug Sandberg</b> .....	517-247-1260
<b>Business Instant Discount East MI - Ben Donnelly</b> .....	517-614-6413
<b>Small Business, Southwest MI - Mike Olsen</b> .....	517-977-8273
<b>Small Business, Southeast MI - Charles Jarvis</b> .....	517-525-1545
<b>Small Business, Northwest MI - Jayme Theile</b> .....	517-512-4870
<b>Small Business, Northeast MI - Ben Donnelly</b> .....	517-614-6413
<b>Small Business, Trade Ally Advisor - Mike Olsen</b> .....	517-977-8273

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

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