



## California Energy Commission NEW SOLAR HOMES PARTNERSHIP

### Marketing Support available for Production Home Builders\*

*Refer to the Builder Outreach Kit for specific eligibility requirements to become a  
Platinum, Silver, Gold, or Bronze builder  
-updated December 2009-*

#### Partnership Participation Levels and Promotional Support

In addition to rebates, the Energy Commission is offering promotional support to production home builders that partner with the New Solar Homes Partnership (NSHP) campaign. There are four levels of partnership benefits available: Platinum, Gold, Silver, and Bronze. As the marketing support chart shows, Platinum-level partners are builders that feature solar as a standard feature throughout their development and exceed energy efficiency standards by 35 percent (Tier 2) or more. Platinum partners receive the highest level of marketing support from the NSHP campaign.

#### Eligibility Requirements for NSHP Campaign Marketing Support

To qualify as a partner in the NSHP, builders must meet these seven basic requirements:

1. Ensure the location of the development will receive electric service from an eligible investor-owned utility — Pacific Gas & Electric (PG&E), Southern California Edison (SCE), San Diego Gas & Electric (SDG&E), or Bear Valley Electric (BVE). If your development is in another electric utility's region, please visit [www.GoSolarCalifornia.org/builders](http://www.GoSolarCalifornia.org/builders) for additional information.
2. Exceed Title 24 Building Energy Efficiency Standards by either 15 percent (Tier 1) or 35 percent (Tier 2).
3. Order or download the NSHP Guidebook from the Energy Commission for eligibility requirements and program information that allows you to apply for a reservation and a claim rebate.
4. Contact your local investor-owned-utility for details on submitting and mailing your completed NSHP application for review.
5. Submit your completed NSHP application to your investor-owned utility
6. Once your completed NSHP application that has been approved by the investor-owned utility, refer to the Builder Outreach Kit Marketing support table for specific eligibility requirements on how to become a Platinum, Silver, Gold, or Bronze builder.  
[www.gosolarcalifornia.org/builders/marketing\\_resources/index.html](http://www.gosolarcalifornia.org/builders/marketing_resources/index.html)
7. To begin the process of promoting your NSHP development and benefiting from the available marketing benefits listed below in the table, contact the Energy Commission's Renewable Energy Office at 1-800-555-7794 or by e-mail to [renewable@energy.state.ca.us](mailto:renewable@energy.state.ca.us)

**Marketing Support Benefits available for Production Home Builders\***  
*Refer to the Builder Outreach Kit for specific eligibility requirements to become a Platinum, Silver, Gold, or Bronze builder*

ITEM	Bronze	Silver	Gold	Platinum	ACTION
Assistance in training sales personnel about the benefits of solar	X	X	X	X	Energy Commission will provide technical staff to educate sales staff about the benefits of energy efficiency and solar systems in new home construction.
Standard NSHP language in press releases about new solar communities		X	X	X	Energy Commission will send an approved standard paragraph about the NSHP to the builder to add to into their press release.
Listed as solar-friendly community and featured on an interactive map of solar home communities on GoSolarCalifornia.org		X	X	X	Energy Commission will add the approved community to the map of NSHP communities on the website, including builder and community name, location, live link to builder website and contact number.
Featured in consumer brochure with location of development			X	X	Energy Commission will include community location on consumer brochure insert including builder and community name, location, website address and contact number, <i>as updated.</i>
Tailored California Energy Commission quote in builder press releases				X	Energy Commission will provide approved quote from the Energy Commission about the new NSHP community in addition to standard NSHP paragraph.
Featured on a rotating basis on NSHP website banner				X	Energy Commission will add image of new development and builder logo into rotating NSHP Go Solar California website banners with live link to builder website.

*Updated December 2009*

\*Upon approval of individual NSHP applications.