



U.S. Department of Energy

L Prize Partner Support for A19 Winner

March 2013

Partner	Service Area	Rebates and Incentives		Other L Prize Support
		For Homes	For Businesses	
East				
Cape Light Compact	Cape Cod and Martha’s Vineyard, Massachusetts	Homeowners were eligible for \$25 per lamp residential rebate at The Home Depot in Hyannis, MA and online.	Contractors were eligible for \$18 per lamp commercial rebate through participating distributors.	Supported collaborative marketing and promotional activities.
Efficiency Vermont	Vermont	Offered \$20 per lamp rebate at all Vermont Home Depot stores.	Offered \$15 per lamp rebate through participating electrical distributors for all of Vermont.	N/A
National Grid	Massachusetts and Rhode Island	\$25 markdown offered through participating retailers within National Grid and NSTAR territories.	\$25 markdown offered through participating retailers within National Grid and NSTAR territories.	Offered product through the utilities’ lighting catalog at a reduced price.
New York State Energy Research and Development Authority (NYSERDA)	New York (except Long Island)	N/A	N/A	Supported collaborative marketing and promotional activities. Encouraged retail partners to promote L Prize winners through educational outlets: in-store displays, home shows, contractor trainings, and product demos.

NSTAR Electric	Eastern Massachusetts/ Greater Boston Area	\$25 markdown offered through participating retailers within National Grid and NSTAR territories.	\$25 markdown offered through participating retailers within National Grid and NSTAR territories.	Supported collaborative marketing and promotional activities. Showcased products through retail channels, outreach events, and regional partnerships.
Progress Energy	North Carolina, South Carolina, Ohio, Indiana, Kentucky, and Florida	N/A	N/A	Programs based on system demand reduction and energy efficiency improvement free of choice to participants.
United Illuminating Company	Greater New Haven and Greater Bridgeport counties, Connecticut	Offered \$10 rebate	N/A	Product was showcased in the SmartLiving™ Center, trade show booths, and at corporate lighting events.
Mountain/Central				
Ameren Illinois	Illinois	Offered \$10 per lamp discount for residential customers of thirteen Home Depot stores.	Offered \$10 per lamp, or a five-bulb bundle for \$50 and Ameren donated \$10 to St. Jude Children's Research Hospital or the Wounded Warrior Project	N/A
Commonwealth Edison/Exelon	Northern Illinois	Offered \$10 per lamp discount at Home Depot stores in the ComEd service territory.	Provided \$8 per lamp business instant lighting discount through participating distributors	Supported collaborative marketing and promotional activities with DOE and L Prize partners.
Midwest Energy Efficiency Alliance (MEEA)	13 states: North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois, Indiana, Michigan, Ohio, and Kentucky	N/A	N/A	Encouraged integration of L Prize-winning products into suite of energy efficiency lighting programs. Promoted winning product through membership communications. Recruited additional Midwestern organizations to become new L Prize partners.

Platte River Power Authority	Northern Colorado; communities of Estes Park, Fort Collins, Loveland, and Longmont	Offered \$15 per lamp residential rebate at The Home Depot and The Light Center in Fort Collins	Offered \$15 per lamp commercial rebate available through QED, WESCO, and The Light Center in Fort Collins.	Ran pilot coupon program via direct mail.
Southern Minnesota Municipal Power Agency	SMMPA provides electricity and related services to 18 municipally operated utilities, mostly in south-central and southeastern Minnesota	Offered \$15 per lamp rebate	Offered \$20 per lamp rebate	Partnered with Philips and 11 Home Depot stores in Minnesota to promote rebates/coupon.
West				
BC Hydro	The Province of British Columbia, Canada	N/A	N/A	L Prize-winning product included in incentive programs for residential and commercial markets.
Eugene Water & Electric Board	City of Eugene, Oregon, and surrounding areas	N/A	Offered \$20 rebate.	Supported SSL incentive program of up to \$0.25 per kWh saved. Showcased product in training sessions with Northwest Trade Ally Network trade organizations.
NV Energy	Nevada	N/A	N/A	Supported marketing and promotional activities with DOE and L Prize partners in NV utility partnerships. Showcased products through retail channels, outreach events, and regional partnerships.
Puget Sound Energy	Puget Sound/Western Washington State	Offered \$10 per lamp residential rebate for Puget Sound-area Home Depot stores, plus Home Depot offered \$5 discount with coupon at eligible stores	Offered \$20 per lamp commercial rebate.	Showcased product at model homes with a new home builder in the Northwest.

Sacramento Municipal Utility District (SMUD)	Sacramento, California, area	Offered \$15 per lamp rebate in 10 area Home Depot stores. Home Depot offered additional \$5 discount.	N/A	N/A
Seattle City Light	City of Seattle and surrounding areas	N/A	N/A	Provided customer incentives consistent with utility criteria for new energy efficiency incentive programs. Showcased products via the Lighting Design Lab, in-store signage at lighting showrooms, trade show booths, customer presentations, case studies, award programs, and Seattle City Light's website.
Southern California Edison	Southern and Central California	Supported incentives for L Prize sales at Home Depot stores in service territory at \$25 per lamp; then at \$30 for a limited time.	N/A	SCE collected sales data to test the promotional displays designed by Philips.