



PROMOTING YOUR BUSINESS

*Cooperative Marketing Opportunities for
New Construction Program Partners*

Coop Marketing Guidelines



What is Cooperative (Coop) Marketing?

Coop Marketing can help Program Partners enhance their business visibility by utilizing the New Construction Program (NCP) name and Partner badge.

You have the option to create your own marketing materials that reference NCP or to use marketing materials provided by the NJCEP Program Administrator. In addition, partial reimbursements are available for select types of advertising.

Marketing materials are approved for one fiscal year. You may use neither the NJCEP logo nor the Partner badge without the approval of the Program Administrator.

Choose how you will create your marketing material:

Create Your Own Marketing Materials

You are responsible for the creation of materials.



Print & Digital Placements

Includes newspaper, direct mail, magazine, newsletters, and digital advertising. The Partner badge must be included.

Banners & Signs

Includes lawn signs, event banners, and door hangers.

Social Media Posts

The text should emphasize the New Construction Program. NJCEP or NJBPU posts can be re-shared.

- Tag **@NJBPU** on X or Facebook
- Tag **@New Jersey Board of Public Utilities** on LinkedIn
- Tag **@njboardofpublicutilities** on Instagram
- Tag **@NJCleanEnergy** on X or Facebook

Television & Radio

Minimum 30-second spot/commercial. The Partner badge should be prominently displayed. Scripts must be pre-approved before production.

Additional types of placements may be approved if it shows cost-effectiveness and benefits to NJCEP.

NJCEP Marketing Materials

Materials are provided by Program Administrator.



Partner Email Signature

The badge can be included in your email signature along with your company's contact information.

Jane Smith
123 Main Street, Newark NJ

ABCbuilders



Partner Badge

The badge can be placed on your company's website or marketing material including the required text below. The text is required in all instances using the Partner badge, except in an email signature.



New Jersey's Clean Energy Program™ is brought to you by the New Jersey Board of Public Utilities and does not endorse any one Partner. Information can be found at www.NJCleanEnergy.com.

Check back soon as we plan to expand NJCEP provided marketing! All materials will be available for [download](#).

Cost-share Reimbursement

Approved advertisements are eligible for:

- ✓ 50% cost-share for qualified marketing
- ✓ Maximum of \$50,000 per applicant, per fiscal year

Direct mail expenses include third-party printing, fulfillment, postage, and renting or purchasing mailing lists. Advertising agency expenses cannot be claimed. List all expenses separately and ensure that printing and postage match each other.

Brand Requirements

As an active Partner, you have access to the Partner badge upon program pre-approval. Marketing materials must primarily promote energy efficiency opportunities within the NCP and/or High Performance Pathway's proxies including EPA, DOE, LEED, PHI, and PHIUS.

The following guidelines apply for all NJCEP-provided or create your own marketing materials:

1. **Badge:** To request the official Partner badge files in full color and black/white, please email coop@NJCleanEnergy.com. Image proportions are to stay as provided.
2. **Required Text:** When using the badge or mentioning NJCEP, the statement below is required, except when using the badge in an email signature. While there is no specific size requirement for the sponsorship statement, it must be clearly legible.



"New Jersey's Clean Energy Program™ is brought to you by the New Jersey Board of Public Utilities and does not endorse any one Partner. Information can be found at www.NJCleanEnergy.com."

3. **Program Names:** When mentioning the NJCEP name, italicize *New Jersey's Clean Energy Program™* and include the ™ symbol in superscript at the first mention. Use the following capitalization and acronyms where applicable: New Construction Program (NCP) and the Partner Network.
4. **Website:** When citing the website, use the following website address with the specified capitalization: www.NJCleanEnergy.com.
5. **ENERGY STAR®:** When mentioning ENERGY STAR in your advertisement, use the registered symbol (®) the first time it appears. Always type ENERGY STAR in capital letters. All advertising must comply with the [national ENERGY STAR program requirements](#).



Evaluation Process

All requests for program reference and/or branding, with or without Coop funding, must be pre-approved.

Instructions		Additional Details	
1	Request: Complete the Pre-Approval Form	Requests for design approval should be sent at least 21 business days prior to your deadline to allow for possible revisions. You will receive a status update within 7 business days of the submission. All submissions require a visual mock-up file to be uploaded when submitting the request. Radio should include the script.	
2	Review: Program Administrator and NJBPU review and request revisions	If changes are required on marketing materials you created, you will receive an email outlining the changes necessary to meet the required standards. Updated materials must be re-submitted to coop@NJCleanEnergy.com for approval whenever a change is made. Changes should not be made to the Partner badge or any marketing materials provided by the Program Administrator.	
3	Approval: Receive written approval	You will receive an email notification when the materials are approved.	
4	Reimbursement: Submit the Reimbursement Form	To submit your reimbursement claim, complete the form.	

Updates and Contacts

For any questions or to check the status of your submission, contact coop@NJCleanEnergy.com. The Program Administrator may in its sole discretion and in consultation with NJBPU approve or reject any proposed marketing materials for any reason, including, among others, that the materials do not effectively promote NJCEP's goals.

Your feedback is important to us!

The information you provide about Coop Marketing helps support additional NCP projects for your company. Please email coop@NJCleanEnergy.com with details on how many leads and projects came from your submitted marketing opportunities.



www.NJCleanEnergy.com/NCP | 866-NJSMART



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