



# HOW TO APPLY

Focus on Energy makes saving energy and money easy for Wisconsin businesses. Use the information below to help guide your way to savings. For electronic copies of the forms visit [focusonenergy.com/applications](http://focusonenergy.com/applications).

## NEED HELP?

CALL  
800.762.7077

### STEP 1

#### BEFORE YOU APPLY:

##### Verify customer and product eligibility:

- Confirm your gas and/or electric utilities participate in Focus on Energy at [focusonenergy.com/utilities](http://focusonenergy.com/utilities).
- Read product requirements, both general and technology-specific, in your equipment's corresponding incentive catalog.
- Review the Participation Requirements on page 8.
- Review the Terms and Conditions at [focusonenergy.com/terms](http://focusonenergy.com/terms).
- View the qualified product lists at [focusonenergy.com/business/qpls](http://focusonenergy.com/business/qpls).
- Applications for the Multifamily Programs exceeding \$10,000, Small Business Program exceeding \$15,000 and all other Business Programs exceeding \$25,000 not receiving pre-approval **may not** receive payment if program funds have been exhausted.
- Need help? Call us at 800.762.7077.

**Purchase and install your qualifying products by December 31, 2018.**

### STEP 2

#### WHAT YOU'LL NEED:

- Incentive Application & Equipment Incentive Catalog(s)
- Gas & Electric Utility Account Numbers
- Tax ID Number
- FOR SMALL BUSINESS PROGRAM CUSTOMERS: A copy of bills showing energy consumed in July and August of the most recent year will be required to verify eligibility.
- Invoice showing **proof of purchase(s)/installation MUST include:**
  - Trade Ally name, address and phone number
  - Itemized list of each product along with manufacturer name, model number, and quantity
  - Itemized purchase price of product/installation
  - Job Site Address
- **Reminder: AgSG, BIP, SBP, MESP, and MNC incentives are capped at 100% of project cost unless otherwise noted. LEU incentives are capped at 50% of project cost unless otherwise noted.**
- Manufacturer specifications (when required) – **MUST include:**
  - Full model number
  - Energy performance information
- Additional documentation (as required)

### STEP 3

#### COMPLETE THIS APPLICATION:

- All fields on application are required. If not complete, application(s) cannot be processed.
- Complete SECTION 7 with all product/equipment information. Use the Incentive Product Information Sheet found at [focusonenergy.com/applications](http://focusonenergy.com/applications) if you need additional lines. Make sure you use the incentive code that's right for your facility. **Business incentive (AgSG, BIP and LEU) codes are found in darker blue. Small Business Program incentive codes are found in lighter blue. Multifamily incentive codes are found in green.**
- Include installation date (date of the last technology installed). If project is new construction, please use the occupancy date.
- Complete the catalog-specific Supplemental Data Sheet for applicable measures. An asterisk (\*) next to the code indicates when this is needed.
- Include the reservation code(s) in SECTION 7 when applicable.
- The customer must sign and date SECTION 8.
- Ensure supporting documents are attached, including itemized invoice(s) and manufacturer specification sheets.
- FOR SMALL BUSINESS PROGRAM CUSTOMERS: A copy of bills showing energy consumed in July and August of the most recent year will be required to verify eligibility.
- Make a copy of the application and supporting documents for your records.

### STEP 4

#### SUBMIT YOUR APPLICATION:

Mail, fax, or email your application and all supporting documentation. **Applications must be submitted within 60 calendar days of completed project installation**, unless otherwise noted. Please retain a copy of the application for your records.

**Don't know where to send it?** Refer to the program descriptions and submittal information.

**NEW CONSTRUCTION ELIGIBLE** Working on a new construction project? Look for YES in the NC column of each table to find which incentives are available for new construction.

**SUPPLEMENTAL DATA SHEET NEEDED** If you see the \* symbol next to the code, this means additional information is needed on the catalog-specific Supplemental Data Sheet. Be sure to read the measure requirements in your catalog for directions.

PLEASE  
NOTE  
→

SECTION 1

ACCOUNT AND CUSTOMER INFORMATION

TAX IDENTIFICATION NUMBER (Check one.)

FEIN or SSN FEIN OR SOCIAL SECURITY NUMBER

BUSINESS CLASSIFICATION OF CUSTOMER

(Check one. Required for all businesses, including non-profits.)

Sole Proprietorship Individual Single-Member LLC
C Corporation S Corporation Partnership
Limited Liability Corporation Classification C, S, P
(C = C corporation, S = S corporation, P = partnership)
Other

OWNER NAME (REQUIRED IF SSN IS USED AS TAX IDENTIFICATION NUMBER)

COMPANY NAME

LEGAL ADDRESS (AS SHOWN ON COMPANY W-9)

CITY STATE ZIP

How did you hear about us? (Check all that apply.)

Utility Trade Ally Energy Advisor Internet E-mail
Trade Show/Event Direct Mail Other:

WHO DID YOU WORK WITH FROM FOCUS ON ENERGY ON THIS PROJECT? (CONTACT NAME)

SECTION 2

JOB SITE INFORMATION

(Please refer to your utility bills for account numbers below.)

JOB SITE BUSINESS NAME

ELECTRIC UTILITY AT JOB SITE ELECTRIC ACCOUNT #

GAS UTILITY AT JOB SITE GAS ACCOUNT #

Job Site Address is same as Legal Address
Job Site Address is different (complete below.)

JOB SITE ADDRESS

CITY STATE ZIP

SECTION 3

CUSTOMER CONTACT INFORMATION

JOB SITE CUSTOMER CONTACT NAME

PRIMARY PHONE # E-MAIL ADDRESS

If Focus on Energy has a question about this application, we should contact:

Customer Trade Ally Other

SECTION 4

TRADE ALLY INFORMATION



TRADE ALLY CONTACT NAME

PRIMARY PHONE # E-MAIL ADDRESS

TRADE ALLY COMPANY NAME

ADDRESS

CITY STATE ZIP

INCENTIVE APPLICATION

PLEASE COMPLETE ALL SECTIONS. INCOMPLETE APPLICATIONS CANNOT BE PROCESSED AND WILL DELAY PAYMENT OF INCENTIVES. APPLICATIONS MUST BE SUBMITTED WITHIN 60 DAYS OF COMPLETED PROJECT INSTALLATION. FOR AN ELECTRONIC COPY OF THIS FORM, VISIT FOCUSONENERGY.COM/APPLICATIONS.

FOR PROJECTS COMPLETED BY 12/31/18

SECTION 5

BUSINESS PAYMENT INFORMATION

Make incentive check payable to:

Customer Trade Ally Third Party / Other Payee

For Third Party, please specify relationship to utility account holder:

Tenant Building Owner Other (specify)

If a Trade Ally or Third Party is receiving the incentive payment, please provide the Tax Identification Number. To receive payment, a Trade Ally must be registered. Please note: Payee understands that they are responsible for any associated tax consequences.

TAX IDENTIFICATION NUMBER (Check one.)

FEIN or SSN FEIN OR SOCIAL SECURITY NUMBER

BUSINESS CLASSIFICATION OF THIRD PARTY/OTHER PAYEE

(Check one. Required for all businesses, including non-profits.)

Sole Proprietorship Individual Single-Member LLC
C Corporation S Corporation Partnership
Limited Liability Corporation Classification C, S, P
(C = C corporation, S = S corporation, P = partnership)
Other

Mail check to:

Customer Address Job Site Address Trade Ally Address
Third Party or Alternate Address (complete below.)

COMPANY NAME

ADDRESS

CITY STATE ZIP

ATTENTION TO (OPTIONAL)



**SECTION 6**

**BUSINESS PROPERTY TYPE**

- Existing Building     New Construction

(Select one only. If applying for both existing and new construction equipment incentives please complete two separate applications).

**Select one (1) property type that best describes your business:**

- |                                                                                                                                                                         |                                                                                                                                                                                   |                                                                                                                                                                                                      |                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| <input type="radio"/> Agriculture Producer<br><input type="radio"/> Dairy<br><input type="radio"/> Other: _____                                                         | <input type="radio"/> Government<br><input type="radio"/> Federal/State<br><input type="radio"/> Municipal/County<br><input type="radio"/> Native American                        | <input type="radio"/> Hotels & Lodging<br><input type="radio"/> Manufacturing (product): _____                                                                                                       | <input type="radio"/> Religious Worship<br><input type="radio"/> Retail<br><input type="radio"/> Water/Wastewater |
| <input type="radio"/> Education<br><input type="radio"/> Grocery/Convenience Store<br><input type="radio"/> Financial Institution<br><input type="radio"/> Food Service | <input type="radio"/> Healthcare<br><input type="radio"/> Clinic<br><input type="radio"/> Hospital<br><input type="radio"/> Skilled Nursing<br><input type="radio"/> Other: _____ | <input type="radio"/> Multifamily<br><input type="radio"/> Apartment<br><input type="radio"/> Condominium<br><input type="radio"/> Mixed Use<br>Number of Units: _____<br>Number of Buildings: _____ | <input type="radio"/> Other: _____                                                                                |

**SECTION 7**

**INCENTIVE PRODUCT INFORMATION**

Please refer to:

- **Applicable incentive catalog at [focusonenergy.com/applications](http://focusonenergy.com/applications)** for incentive codes, incentive per unit and product eligibility requirements.
- **focusonenergy.com/business/qpls** for qualified products lists.
- **Invoice showing proof of purchase** for Manufacturer and Model Number.
- **Incentive Product Information Sheet at [focusonenergy.com/applications](http://focusonenergy.com/applications)** if you need additional lines in the table below.

INCENTIVE CODE	MANUFACTURER NAME	MODEL #	UNIT MEASURE	# OF UNITS (A)	INCENTIVE PER UNIT (B)	TOTAL INCENTIVE (A X B)
L3111 (example)	STARK LIGHTING	LED5VZP	Fixture	10	\$ 25.00	\$ 250.00
					\$	\$
					\$	\$
					\$	\$
					\$	\$
					\$	\$
<b>Manufacturer Specifications Attached (if applicable):</b>		Yes <input type="radio"/>	<b>RESERVATION CODE(S) (if applicable):</b>		Subtotal from Incentive Product Information Sheet (if applicable)	
<b>Itemized Invoice(s) Attached:</b>		Yes <input type="radio"/>	<b>INSTALLATION DATE:</b> / /		<b>INCENTIVE TOTAL*</b>	

**SECTION 8**

**CUSTOMER SIGNATURE**

Certification: The following certifications are required in order for this form to substitute for the IRS form W-9. Under penalty of perjury, I certify that:

- The number shown on this form is the correct taxpayer identification number.
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the IRS that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding.
- I am a U.S. citizen (includes a U.S. resident alien).

I agree that the stated energy-efficient measure(s) was (were) installed at the job site address listed above as part of the Focus on Energy Program. I have read and agree to the provisions set forth herein and to the Terms and Conditions posted at [focusonenergy.com/terms](http://focusonenergy.com/terms). I understand that Focus on Energy may revise these Terms and Conditions at any time and I will not be notified in the event changes are made. To the best of my knowledge, the statements made on this application are complete, true and correct, and I have submitted the appropriate supporting documentation to receive an incentive. The Internal Revenue Service does not require your consent to any provision of this document other than the certifications required to avoid backup withholding.

I, the Customer, attest I am the ratepayer (utility account holder) for the site(s) listed in Section 2 and I assign the right to participate in and receive incentives from the Focus on Energy Program to the Third Party identified in Section 5 (if applicable).

(Please use blue or black ink in the signature box below.)

CUSTOMER SIGNATURE

NAME (PRINT)

DATE



**Please select the program for which you are applying (check one):**

- |                                                                                                 |                                                                                       |                                                                                         |
|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| <input type="radio"/> Agriculture, Schools and Government Program<br>AgSGapps@focusonenergy.com | <input type="radio"/> Large Energy Users Program<br>LEUapps@focusonenergy.com         | <input type="radio"/> Small Business Program<br>SBPapps@focusonenergy.com               |
| <input type="radio"/> Business Incentive Program<br>BIPapps@focusonenergy.com                   | <input type="radio"/> Multifamily Energy Savings Program<br>MESapps@focusonenergy.com | <input type="radio"/> Multifamily New Construction Program<br>MNCapps@focusonenergy.com |



**Please see the Program Descriptions and Submittal Information page for mailing addresses and fax numbers.**

\*Incentive total may be adjusted based on project caps. See measure requirements and Terms and Conditions for more information.

# PROGRAM DESCRIPTIONS AND SUBMITTAL INFORMATION

Submit your completed application to the program that best describes your business. Refer to the Program Descriptions with Examples page for more detailed program information.

**NEED HELP?**

CALL  
800.762.7077



## INCENTIVES FOR BUSINESSES

Measure Description	Code	Incentive	Unit	NC
DLC Listed LED 2X4 Troffer	L3111	\$25	Fixture	YES
ECM Evaporator Fan Motor, Walk-in Cooler, <1/20HP	R2308	\$25	Motor	NO
Hot Water Boiler <300 MBH	H2218	\$3	MBH	YES

NC = New Construction Eligible?

### AGRICULTURE, SCHOOLS AND GOVERNMENT (AgSG) PROGRAM

Qualifying customers include agricultural producers, tribes, federal facilities, municipal and county government buildings, K-12 schools, colleges, universities, and wastewater facilities. School and Government facilities that fall under LEU should apply to the LEU Program.

**MAIL:** Focus on Energy AgSG  
725 W. Park Avenue  
Chippewa Falls, WI 54729

**FAX:** 608.663.0267

**E-MAIL:** AgSGapps@focusonenergy.com

### BUSINESS INCENTIVE PROGRAM (BIP)

Qualifying customers include but are not limited to commercial and industrial businesses, small to midsize healthcare facilities and hospitality businesses. Businesses that do not fall under AgSG or LEU programs should apply to BIP. Small Business Program eligible customers may apply for BIP incentives if no Small Business Program specific measure is available.

**MAIL:** Focus on Energy BIP  
12075 Corporate Parkway, Suite 100  
Mequon, WI 53092

**FAX:** 262.240.0825

**E-MAIL:** BIPapps@focusonenergy.com

### LARGE ENERGY USERS (LEU) PROGRAM

Qualifying customers consistently have energy utility bills over \$60,000 per month. Typical Large Energy Users include paper and pulp, food processing, foundries, large hospitals, etc.

**MAIL:** Focus on Energy LEU  
440 Science Drive, Suite 203  
Madison, WI 53711

**FAX:** 608.819.9051

**E-MAIL:** LEUapps@focusonenergy.com

## INCENTIVES FOR SMALL BUSINESSES

Measure Description	Code	Incentive	Unit	NC
2 Lamp HPT8 or RWT8 Troffer	S-L2704	\$20	Fixture	NO
DLC Listed LED 2X4 Troffer	S-L3111	\$30	Fixture	NO

NC = New Construction Eligible?

### SMALL BUSINESS PROGRAM (SBP)

Qualifying customers include businesses with an average monthly usage of 40,000 kWh or less in July and August. Eligible customer types include commercial and industrial businesses who operate 9 or fewer locations. AgSG, LEU and MESP customers do not qualify.

**MAIL:** Focus on Energy SBP  
12075 Corporate Parkway, Suite 100  
Mequon, WI 53092

**FAX:** 262.240.0825

**E-MAIL:** SBPapps@focusonenergy.com

## INCENTIVES FOR MULTIFAMILY PROPERTIES

Measure Description	Code	Incentive	Unit	NC
DLC Listed LED 2x4 Troffer	M-L3111	\$25	Fixture	YES
Faucet Aerator, 1.5 gpm, Bathroom, Electric	M-P4392	\$2	Aerator	YES
Hot Water Boiler <300 MBH	M-H2743	\$500	Boiler	YES

NC = New Construction Eligible?

### MULTIFAMILY ENERGY SAVINGS PROGRAM (MESP) AND MULTIFAMILY NEW CONSTRUCTION PROGRAM (MNC)

Qualifying customers include residential properties with four or more dwelling units, including apartments, condominiums, student housing and mixed use buildings.

**MAIL:** Focus on Energy MESP  
12075 Corporate Parkway, Suite 100  
Mequon, WI 53092

**FAX:** 262.240.0825

**E-MAIL:** MESPapps@focusonenergy.com  
MNCapps@focusonenergy.com