

Early Bird Bonus – Q1 2021

Earn a 10% bonus on a new Pre-Notification Application or new Final Application that doesn't require Pre-Notification received between Jan. 21, 2021 to Mar. 31, 2021. The 10% bonus is applied to the current incentive amount found in the 2021 Incentive Application. The 10% bonus is applied to the original incentive, before any other bonus, including a Buy Michigan bonus, if applicable.

The Early Bird Bonus will be paid to the payee as stated in the Final Application. The Final Application must be received before the reservation date expires (max 90 days). If an extension is made on the new Pre-Notification application, that application is no longer eligible to receive the Early Bird 10% bonus. The Early Bird Bonus is capped as a \$20,000 bonus per customer facility. All other program rules must be followed.

New Final Applications that don't require Pre-Notification include, but are not limited to the following: Retro-Commissioning Applications, Natural Gas Express Applications, Steam Trap Express Applications, Segmented Applications (HVAC, Lighting, Agriculture), any Final Application that doesn't require a Pre-Notification (as in is it less than \$10,000 and/or doesn't contain measures that require Pre-Notification), etc.

Projects through the Small Business Trade Ally Program are not eligible for this bonus.

Early Bird Bonus Eligibility

Eligible participants must follow the official rules to receive the Early Bird Bonus on Q1 2021 incentives.

Official Rules

Consumers Energy Business Energy Efficiency Programs are offering incentive bonuses under the Business Energy Efficiency Programs for qualifying projects completed by their qualifying customers using a qualifying Pre-Notification Application or Final Application received during Jan. 21, 2021 to Mar. 31, 2021.

- Pre-Applications or Final Applications submitted before Jan. 21, 2021 are not eligible to receive this bonus.
- These incentives can be combined with any other rewards and bonus programs offered by Consumers Energy Business Energy Efficiency Programs. Incentive bonuses are subject to all applicable federal, state and local laws and regulations and is void outside Michigan and where prohibited.
- Compliance with Consumers Energy Business Energy Efficiency Programs Requirements
 - Participants in the Consumers Energy Business Energy Efficiency Programs shall comply with these Official Rules requirements, terms and conditions of the Consumers Energy Business Energy Efficiency Programs, as set forth in the Consumers Energy Business Energy Efficiency Programs incentive applications and related program documents.
- Program Effective Dates
 - Effective dates of the Consumers Energy Business Energy Efficiency Programs bonus incentives are Jan. 21, 2021 to Mar. 31, 2021, unless otherwise noted. All projects submitted to the Consumers Energy Business Energy Efficiency Programs will receive bonus incentives if the new Pre-Notification Application or new Final Application are received during the bonus time period. The Final Application must be received on or before the reservation date (90 days max). Application extensions will void the bonus opportunity.

- The Early Bird Bonus incentives will be closed before Mar. 31, 2021 if/when the program energy savings goals are achieved and/or if funds for the bonus are exhausted, as determined within the sole discretion of Consumers Energy.
- New Pre-Notification Applications and new Final Applications must be submitted between Jan. 21, 2021 to Mar. 31, 2021 to be included in the Early Bird Bonus incentives payout. Pre-Notification applications and Final Applications can be submitted by fax, mail or email. Mail to P.O. Box 1040, Okemos, MI 48864, fax to 877-607-0738, or email to ConsumersEnergyBusinessSolutions@cmsenergy.com. Or submitted online using the Online Application at ConsumersEnergy.com/easyapp. Consumers Energy is not responsible for any lost, incomplete, illegible or late new Pre-Notification or new Final Applications; any technical or mechanical malfunctions; or any human-processing errors.
- Incentive Bonus Payment
 - Bonuses will be calculated as the Pre-Notification Applications and Final Application(s) arrive and is paid to the payee as stated in the Final Application. Consumers Energy reserves the right to cancel, suspend and/or modify the Incentive Program, or any part of it, if any fraud, technical failures or any other factor impairs the integrity or proper functioning of the Incentive Program, as determined by Consumers Energy in its sole discretion. Consumers Energy, in its sole discretion, reserves the right to disqualify any entrant it determines to be violating the Official Rules.
 - The bonus will be capped at \$20,000 per application.
 - The bonus is not applicable to projects paid at 100% of the total project cost.
 - Only one new Pre-Notification Application or new Final Application is eligible per customer facility location on first come first serve basis. The application received first will get the bonus.
 - The bonus will be in the form of a check payable to payee name listed on the Incentive Application.
- Inspections
 - Consumers Energy reserves the right to inspect all participating Trade Allies' projects to verify sales transactions, compliance with program rules and accuracy of project documentation.
 - Any failed inspections will result in the Trade Ally being disqualified for the bonus incentive.
 - A failed inspection is defined in the Consumers Energy Business Energy Efficiency Programs Policies and Procedures manual.
- Tax Liability
 - Payees are solely responsible for all applicable federal, state and local taxes associated with the payout.
- Disclaimer
 - Consumers Energy reserves the right to modify the rules of the bonus incentives for clarification purposes without materially affecting the rules of the Reward Program. Consumers Energy reserves the right to cancel the bonus incentives at any time without obligation or prior notice. By participating, each entrant agrees to be bound by these Official Rules and the decisions of Consumers Energy, which shall be final.
- Waiver
 - By participating, entrants agree that Consumers Energy and all of its respective officers, directors, employees, shareholders, representatives and agents shall have no liability and will be held harmless for any liability, loss, injury or death to entrant or any other person, including, without limitation, damage to personal or real property, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of the Program.
- Sponsor
 - Consumers Energy Company, One Energy Plaza, Jackson, Michigan 49201.