



Dear Participating Home Performance Contractors:

New Cooperative Advertising guidelines are available for your use. The new guidelines include revised messaging and the new BPI logos.

Contractors may continue to use current messaging or the new messaging for their advertisements using the Cooperative Advertising Program.

To view the revised guidelines, please [click here](#).

If you have any questions regarding the Cooperative Advertising Program, please contact Kara.Faraone@csgpr.com.

Thank you.

About NYSERDA

NYSERDA, a public benefit corporation, offers objective information and analysis, innovative programs, technical expertise, and funding to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce reliance on fossil fuels. NYSERDA professionals work to protect the environment and create clean-energy jobs. NYSERDA has been developing partnerships to advance innovative energy solutions in New York State since 1975. To learn more about NYSERDA's programs and funding opportunities, visit nyserdera.ny.gov or follow us on [Twitter](#), [Facebook](#), [YouTube](#), or [Instagram](#)

