



**REQUEST FOR PROPOSALS  
2012 WECC Residential Lighting Promotion**

**Request for Manufacturer and Retailer Proposals for Negotiated Cooperative Promotions on  
ENERGY STAR® Qualified Lighting Products**

**Promotion Period: April 1, 2012-March 31, 2013**

**PROPOSALS DUE:  
February 10, 2012  
2 p.m. (Central Standard Time)**

**Additional Attachments:**

Appendix A: WECC ZIP Code List

Appendix B: Proposal Cover Sheet, Checklist & Signature Form

Appendix C: Marketing Plan

Appendix D: Product and Store Workbook for Proposal Bid

Appendix E: Weekly Sales Data

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## **1 INTRODUCTION**

WECC is pleased to announce the competitive 2012 ENERGY STAR® Lighting (CFL and LED replacement lamps, CFL and LED fixtures, and LED holiday lights) Request for Proposals (RFP). We invite manufacturers and retailers of these qualified ENERGY STAR products to submit proposals for a region-wide consumer awareness campaign, instant rebate, and markdown promotion with a variety of scheduled start times ranging from April 1, 2012 through March 31, 2013 in the states of Colorado, Iowa, Illinois, Michigan, Minnesota, New Mexico, North Dakota, and South Dakota.

### **1.1 WECC's Mission**

WECC is a non-profit organization that champions innovative energy-efficiency initiatives that deliver short and long-term economic and environmental benefits to consumers, businesses, and policy makers.

### **1.2 WECC's Core Values**

- Getting real energy savings results
- Commitment, passion, and persistence
- Addressing the energy needs of limited income customers
- Real-world problem solving
- Quality
- Sustainability
- Partnerships

### **1.3 Scope of Project**

Project Goals: The primary goals of the ENERGY STAR qualified CFL Lighting Promotion include:

- Achieve projected total unit sales of 6-7 million ENERGY STAR qualified CFLs (including specialty models such as dimmable, 3-way, and recessed) and corresponding energy savings.
- Achieve projected total unit sales of 140,000 ENERGY STAR qualified LED replacement lamps.
- Achieve projected total unit sales of 5,000 ENERGY STAR qualified CFL fixtures.
- Achieve projected total unit sales of 2,500 ENERGY STAR qualified LED down light fixtures.
- Achieve projected total unit sales of 15,000 ENERGY STAR qualified LED holiday lights.
- Raise awareness of the benefits of using ENERGY STAR lighting among retailers and consumers.
- Increase overall total socket penetration of ENERGY STAR qualified lighting in households.
- Obtain proposals that include comprehensive promotional plans that allow WECC to maximize cost-effective energy savings while increasing sales and awareness about a wide variety of ENERGY STAR qualified lighting products.
- Demonstrate that investing in the promotion of ENERGY STAR qualified lighting products can generate financial profits, as well as positive public relations and consumer behavior change.
- Expand the selection of ENERGY STAR qualified lighting products in the retail setting.
- Establish a competitive price point for CFLs in the target markets.

### **1.4 Options for program participation**

- **Product markdowns:** This is the preferred and most utilized approach.
- **Coupons/instant rebates:** For retailers that would like to participate in the WECC program, but who are unable to implement markdowns, WECC also offers an instant coupon incentive in which any retailer selling qualified products may participate. A manufacturer match must be made directly to a dealer.

For more information about the participation options, refer to **2.2 Types of Proposals Requested** (page 5).  
Note: states may run multiple types of lighting programs. Each proposal must clearly indicate the program type that will be utilized.

## 2 KEY DATES

Item	Due Date
RFP Issued By WECC	1/06/2012
Submission date for Written Questions	01/18/2012
Pre-bid Conference Call <ul style="list-style-type: none"><li>WECC will send a separate meeting notice to all registered vendors</li></ul>	1/25/2012
<b>Complete Proposals due*</b>	<b>2/10/2012 2 p.m. CST</b>
Completion of RFP scoring	On or about 2/20/2012
Funding Award Notifications	2/27/2012

\*Proposals must be submitted electronically to [cjordan@weccusa.org](mailto:cjordan@weccusa.org).

### 2.1 Promotion Participation Requirements

#### 2.1. a Eligible Products:

All ENERGY STAR qualified screw-based CFL and LED replacement lamps, CFL and LED fixtures, and LED holiday lights (as listed on [www.energystar.gov](http://www.energystar.gov)) are eligible. Promotional products must be qualified under the most current version of the relevant ENERGY STAR specification.

*Note: WECC reserves the right to exclude specific ENERGY STAR qualified products from this promotion at any time, for any reason, including results of independent, third-party testing.*

*Manufacturers may suggest replacement products. However, WECC is under no obligation to accept these replacements.*

- All products must have a competitive price point prior to the incentive being applied in order to provide the best value to utility sponsor customers.
- All products must maintain ENERGY STAR qualification for the duration of the program.
- All advertising and signage must be approved by WECC and the utility sponsor and include the following:
  - The ENERGY STAR logo in print materials (logos available from WECC).
  - Sponsor logo in print materials (logos available from WECC).
  - Language stating, “Offer is valid only while supplies last.”
  - Self-funded promotions are encouraged when utility sponsored advertising funding is not utilized; in accordance with the guidelines identified herein.
  - All creative materials must adhere to the utility sponsor’s brand identity guidelines and the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy’s (DOE) ENERGY STAR identity guidelines if materials feature the ENERGY STAR brand.
- Provide retailer/manufacture support in the development and/or printing of point-of-sale (POS) materials.
- Approved signage must be maintained in retail locations throughout the promotional period.
- Retailers or their manufacturing partners who can provide store merchandizing service to affix promotional materials in key places within the stores is encouraged.

- Incentives must be delivered by offering an instant discount at the point of purchase via a markdown or an instant coupon.
- Proposals that include mail-in reward programs will not be considered.
- Submit monthly invoices and POS order reports via email.
- Track allocation (orders minus sales) by retail store location and send weekly report via email.
- Communicate to stores once allocation has been reached. Product sold over allocation allotment will not be reimbursed by a utility sponsor.
- A manufacturer representative, as well as a retailer key decision-maker, shall participate in a pre-program launch and a midway point program check-in via conference calls that will be outlined in the agreement. The manufacturer cannot represent retailers. A representative from the retailers' corporation is required to participate.

**2.1.b Promotion Duration:** Promotional programs start dates will vary by individual state, utility, retailer, etc. as determined by WECC when finalizing the master agreements and implementation plans. The overall time period for the 2012 lighting promotion begins April 1, 2012 and runs through March 31, 2013.

## **2.2 Types of Proposals Requested**

WECC requests proposals for markdown, instant coupons, and market lift programs only. For any proposal submitted, respondents must submit a complete description of the promotion, as well as a detailed description of all products being proposed.

## **2.3 Summary of Proposal Preferences**

Strong preference will be given to proposals that:

- Feature non-traditional, hard-to-reach distribution channels (i.e., rural, drugstores, grocery, gas, etc.).
- Include strong marketing and retail support from manufacturers and/or retailers (see Marketing Plan for Promotion section on page 9).
- Support long-term behavior change and education.
- Establish a strong commitment to deliver products, documentation, and sales data in a timely manner.
- Educate customers and reinforce energy efficient lighting benefits, initiate light bulb conversions at stores, explain the Energy Independence and Security Act of 2007 (EISA), address new light bulb packaging labeling, and have overall retail and marketing plans that support the purchase of energy efficient lighting.
- Strong preference will be given to proposals that provide consumers with retail pricing of less than \$1.00 per 13 watt bulb.
- Confirmation that retailers or manufacturers will comply with monthly invoices, sales data requirements, and reporting deadlines.
- Include a large portion of specialty bulbs.

## 2.4 Program Details

Respondents may apply for third-party funding to help reduce the regular retail prices on ENERGY STAR qualified lighting products. See list below. The product markdown option is WECC's preferred promotion mechanism. Proposals for product markdowns will be given preference over instant rebate promotions.

**2.4.a Product Markdown Incentives Promotion Description:** Respondents will apply for a markdown by proposing maximum quantities of each product and the amount of reimbursement requested for each product (see **4 Maximum Sponsor Incentive Funded Per Bulb** on page 8 for guidelines.) Reimbursement for incentives on qualified products will be made at 100 percent of the agreed amount contingent upon receipt of acceptable and timely POS sales data. Instructions for data submittal will be included in the agreement between the manufacturer, retailer, and WECC. Data will be submitted every month for the previous month's sales in the required format.

- Product markdown incentive proposals for retailer markdowns in the supplied ZIP code listing and states.
- Point-of-Sale materials including utility sponsor names and/or logos.
- Retailer co-op advertising funding may be available.

**2.4.b Instant Rebate Incentives Promotion Description:** Only segmented and required areas of the region.

- Coupons will be filled out by the customer, collected by the retail stores, and sent to a clearing house for payment processing.
- WECC will only reimburse incentives on valid instant rebate coupons redeemed and processed through WECC's third-party fulfillment house.
- Point-of-purchase materials including utility sponsor names and/or logos.
- Retailer co-op advertising funding may be available.

<b>ENERGY STAR Qualified Product</b>
Standard Spiral CFL 1 to 13 watts
Standard Spiral CFL 18 to 22 watts
Standard Spiral CFL 23 watts or higher
Specialty CFL: Reflectors, Three-way, Globes and Dimmable Bulbs
LED Replacement Bulbs: A-Line & Par Lamps
LED Down light fixtures
CFL Fixtures
LED Holiday Lights

### 3 FORECASTED ALLOCATION BY PROGRAM/MARKET TYPES

	CFLs	LEDs	CFL Fixtures	LED Fixtures	LED Holiday Lights
IA	1,750,000	50,000	2,000	1,000	-
CO	2,000,000	40,000	-	500	-
MN	2,250,000	40,000	-	500	10,000
NM	350,000	200	-	-	-
MI	260,000	8,500	1,500	400	5,000
SD	25,000	-	-	-	-
IL	25,000	-	-	-	-

*Note: These are estimates and forecasts of projections. WECC reserves the right to change or terminate projections, allocations, and program types at any time.*

#### 3.1 Monthly Point of Sale (POS) Reporting & Invoicing:

##### 3.1.a Required

- Proposals must include sample POS reports and invoices. This would be a monthly report due with corresponding matching invoices, supplied electronically. POS reports and invoices should be:
  - Separated by state.
  - Date ranges need to be the same on both the POS and invoice and clearly notated.
- POS must include all of the following: store number, store name and address, product-specific sales data manufacturer model number, retailer model number, product description, total packs, total bulbs, documented incentive by product, total incentive requested for bulbs, total incentive requested by packs, total incentives, and date range.
- Sales data and invoices should not include returns or exchanges. Participating retailers must reconcile this before sending to WECC.
- Once product mix, packaging, and quantities are established and agreed upon, they cannot be changed without prior written approval from WECC.

##### 3.1.b Desired

- Complete and accurate POS sales data and matching invoices to WECC by the fifth day of the following month.
- 2011 MSBL POS-Total medium screw-base lamp (MSBL) sales (in number of lamps) at retail locations by month and by technology (e.g., incandescent, halogen, CFL, solid-state lighting) for the 12-month period preceding the promotion.

**4 MAXIMUM SPONSOR INCENTIVE FUNDED PER BULB:**

**Maximum Sponsor Incentive per Qualified Product for Markdown & Instant Rebate Programs:**

<b>ENERGY STAR Qualified Product</b>	<b>Potential Incentive*</b>
Standard Spiral CFL 1 to 13 watts	\$0.50-1.50
Standard Spiral CFL 18 to 22 watts	\$0.50-1.50
Standard Spiral CFL 23 watts or higher	\$0.50-1.50
Specialty CFL: Reflectors, Three-way, Globes and Dimmable Bulbs	\$1.00-2.00
LED Replacement Bulbs: A-Line & Par Lamps	\$10.00
LED Down light fixtures	\$20.00
CFL Fixtures	\$10.00-15.00
LED Holiday Lights	\$2.00

\* WECC reserves the right and has the sole discretion to adjust the incentive amount in accordance with proposed incentives received from the respondents (factoring into consideration bids that include a competitive retail price per bulb with a low incentive amount) and deemed by WECC to be in the best interest of the program.

“Specialty” products are defined as reflector CFLs, globe-shaped covered CFLs, and 3-way or dimmable CFLs (note additional eligibility requirements).

Lower incentive amounts maybe also negotiated during the time of award at a program or product level. Requests for incentives beyond these levels will be considered on a case-by-case basis. Respondents must provide rationale justifying why they require a higher incentive.

## **5 MARKETING PLAN FOR PROMOTION**

Manufacturers/retailers are encouraged to include the following marketing activities in the marketing portion of their proposals and how they will:

- Enhance visibility of WECC's 2012 CFL promotions at the point-of-purchase within retail stores.
- Educate and inform customers on watt to lumen conversions, recycling, and EISA impacts within a retail setting using print, trainings, special events and/or web.
- Provide planograms and/or describe promotional product placement, such as end caps, pallets, and front-end displays.
- Reinforce sponsor recognition by using provided POP materials or develop approved, unique materials.
- Support WECC's efforts to educate consumers and sales associates about the benefits, application, and usage of qualified products.
- Describe opportunities for cooperative advertising such as tabs/inserts, newspaper advertising, radio, new letters, direct mail, etc.

## **6 GENERAL PROPOSAL REQUIREMENTS**

Each proposal package must be submitted on time and include the following information in order to be considered:

- A complete proposal bid.
- Statement of capability describing previous successful experience participating in lighting promotions.
- Marketing plans.
- Accurate, up-to-date store listings including store number, address, city, state, ZIP code, and county.
- Completed, signed proposal checklist and signature form (**Appendix B: Proposal Cover Sheet, Checklist & Signature Form** on pages 14-15).
- Statement of agreement to obtain any necessary permits required by law and to abide by all federal, state, and local codes relevant to this promotion.
- Statement of agreement to maintain insurance in the forms and amounts acceptable according to the Agreement for Independent Contractor Services:
  - Commercial General Liability—Personal Injury, Bodily Injury, and Property Damage \$1 million per occurrence.
  - Workers' compensation insurance at the statutorily required amount for all employees.

## **7 PROPOSAL SELECTION AND AWARD PROCESS**

### **7.1 Preliminary Evaluation**

WECC reserves the right and has the sole discretion to make multiple awards, reject any and all proposals, to accept or reject any or all of the items in the proposal, and award the contract in whole or in part as it is deemed by WECC to be in the best interest of the program. WECC may also negotiate any of the details of proposals prior to contracting.

Proposal selection will be made by WECC in its sole discretion. Moreover, proposal selection is the sole responsibility of WECC. Submitted proposals will be reviewed by WECC to determine if all general proposal requirements are met. Failure to meet all such requirements may result in rejection of the proposal.

In the event that respondents do not meet one or more of the requirements, WECC reserves the right to continue the evaluation of any proposals submitted and to select the proposal which most closely meets the requirements specified in this RFP.

## **7.2 Proposal Scoring**

- Accepted proposals may be evaluated using a two tier process. Tier I will include review by a WECC evaluation committee and will be scored against the stated evaluation criteria. A respondent may not contact any member of the evaluation committee regarding scoring. The evaluation committee may review references, request interviews, and/or conduct on-site visits and use the results in scoring the proposals. The evaluation committee's scoring will be tabulated and proposals will be ranked based on the numerical scores received.
- The Tier II scoring process may be enacted, in WECC's sole discretion, for the highest scoring vendors. Tier II scoring process may include participating in an interview after proposals have been scored under Tier I by the evaluation committee.

## **7.3 Tier I Elements and Scoring Weights for Scoring the Proposals**

Tier I scoring will be weighted as follows:

### **7.3.a Competitive Final Retail Price:** (15 points)

- Scored against other competitive proposals.
- Scored against regular retail pricing (without program/incentive)
- Retail pricing must remain at contracted level for duration of six months from program launch.

### **7.3.b 2011 POS Reporting:** (Up to 20 points)

#### **7.3.b.1 Option One Category Sales Data** (20 points available)

Annual category sales data for all medium screw-base lamp (MSBL), including total sales (in lamps) at retail locations by month and by technology (e.g., incandescent, halogen, CFL, solid-state lighting) for the 12-month period preceding the promotion. Data must:

- Be broken down by store locations.
- Include number of CFLs in SKU/pack incented and non-incented.
- Specify lamp type (e.g., spiral, A-lamp, globe, reflector, dimmable, etc.).
- Designate ENERGY STAR vs. Non-ENERGY STAR bulbs.
- Show the time period the report is covering (January-December 2011).

**OR**

#### **7.3.b.2 Option Two POS Data** (15 points available)

2011 CFL POS Category Sales for 12 months

- Broken down by store locations
- Number of CFLs in SKU/pack incented and non-incented
- Lamp type (e.g., spiral, A-lamp, globe, reflector, dimmable, etc.)
- ENERGY STAR vs. Non-ENERGY STAR bulbs
- Time period the reports is covering (January-December 2011)

**7.3.c Feedback from WECC Program Team** on current or prior year's contracted programs. Feedback will be requested from WECC's program managers, program coordinators, POS data team, and accounting department. Feedback will be based on prior year's campaign, including achievement to goals, pricing,

signage, invoicing, sales data timeliness, ease of implementation, etc. This score will be neutral if the submission of both the retailer/manufacturing partner pair didn't participate in 2011(10 points).

**7.3.d Total Manufacturer & Retailer Contributions** for direct product support (i.e., reductions in wholesale or retail product cost/price, retailer produced POP materials, other store level marketing efforts, product placement at store level, and other advertising support) (10 points).

Manufacturers' contributions should be handled directly between the manufacturer and retailer.

**7.3.e Proposed Product Mix**—Variety/style of ENERGY STAR lighting products (10 points).

### **7.3.f Marketing Plans, Events & Education**

Creative marketing plans, special events and/or consumer education plans that support program marketing goals, behavior change, in-store demonstrations, product labeling and activities outlined in this RFP. See **Appendix C: Marketing Plan** on page 17 (10 points).

**7.3.g Monthly POS & Invoicing Examples** that include all data requirements and confirm the ability to submit both items to WECC by the fifth day of the following month. Template **Appendix E: Weekly Sales Data** on page 18 (10 points).

**7.3.h Geographical Distribution of Stores by Retail Channel** WECC will give preference to submissions that maximize participation with independent and small chain retailers in rural and hard to reach market locations, especially hardware, grocery, ethnic, and drug stores. If there is detailed consumer data from any of the locations it should be provided in the proposal. Examples: ZIP code data and other consumer characteristics (5 points).

### **7.3.i Prominent Retail Product Placement**

Proposals should emphasize prominent retail product placement and include planogram examples. For example: End caps, pallet displays, ½ pallet displays, and front-end displays (5 points).

### **7.3.j Product Quality**

All products must be ENERGY STAR qualified as of the start date of the promotion. This list can be found on the ENERGY STAR website (5 points).

## **7.4 Tier II Elements**

The following elements will be weighted in the proposal:

- Interview.
- Other elements as deemed important by WECC.

## **7.5 Notification of Intent to Award**

- All respondents will be notified via email of WECC's intent to award the contract(s) as a result of this RFP.
- Award notification will include respondent scores upon request. Copies of proposals are not available for public inspection.

## **7.6 Confidentiality**

Subject to litigation or other legal disclosure and/or audit requirements, WECC will not disclose information submitted in response to this RFP.

### **7.7 Waiver of Claims**

Respondent waives any right it may have to bring any claim, whether in damages or equity, against WECC or any of their respective employees, directors, officers, agents, or contractors, with respect to any matter arising out of any process associated with this RFP.

### **7.8 Conflicts of Interest**

Respondents must avoid conflicts of interest. "Conflict of Interest" means a situation where a respondent's interest, or what can be perceived to be a respondent's interest, is, or appears to be, at odds or not aligned with the best interests of the program, WECC, or their customers or contractors. A Conflict of Interest can result when a respondent is involved in multiple interests, one of which could possibly affect a respondent's judgments, decisions, motivations, recommendations, or actions on projects, tasks, or assignments. A Conflict of Interest can also arise where a respondent has a conflicting incentive or the appearance of a conflicting incentive, financial or otherwise that could reasonably call into question the independence of the respondent's judgments, decisions, motivations, recommendations, or actions. A Conflict of Interest may result from other factors as well.

### **7.9 Right to Appeal**

Respondents may file an appeal if: 1) there is clear evidence of a procedural irregularity in the RFP process as outlined within this document, or 2) there is clear evidence supporting a lack of competitiveness that affected the integrity of the RFP process. All other requests to appeal will be rejected (including, but not limited to, any appeal challenging WECC's exercise of its discretion, the relative weight of the evaluation criteria, the formula for assigning points in making an award determination, etc.). Respondents shall bear their own costs incurred from an appeal.

Respondents may appeal an award decision by sending a written appeal within five business days of receipt of notification of WECC's intent to award. The appeal must: 1) specify the basis of the appeal and provide all evidence to support such basis; include the signer's name; include a mailing address; include a daytime telephone number; and be submitted to:

Attn: Dale Statz  
Wisconsin Energy Conservation Corporation  
431 Charmany Drive  
Madison, WI 53719

Or email to: [dstatz@weccusa.org](mailto:dstatz@weccusa.org)

A WECC appeals committee will initially review the appeal to determine if it qualifies and it provides sufficient specific facts to support the appeal.

If the request for an appeal review is denied because it did not meet one of the steps of the appeal stated above, the respondent will have one additional opportunity to file an amended request within five days of receipt of the notice of denial. If the amended request is denied, the respondent will have no further administrative recourse.

If the appeal is accepted, it will be reviewed by the WECC appeals committee, comprised of persons who were not directly associated with the evaluation of the proposals. WECC appeals committee members will include, but will not be limited to, the WECC Procurement Manager, the applicable WECC Program Portfolio Director, and one other WECC employee who is not directly associated with the evaluation of the proposals.

Following review and investigation, the WECC appeals committee will submit its recommendations to the applicable Program Director for final review and approval. Within 10 business days from receipt of the appeal, the WECC appeals committee will issue a final written decision. Following the final decision of the WECC appeals committee, there will be no additional consideration of the subject appeal.

A respondent that fails to file an appeal within the time limits established above will be deemed to have waived its right to be heard by the WECC appeals committee.

#### **7.10 Terms & Conditions**

Contractor must enter into an Agreement for Independent Contractor Services with Wisconsin Energy Conservation Corporation (WECC).

#### **7.11 Submitting Proposal & Deadline**

Respondent must submit a complete electronic proposal for acceptance of their proposal by **February 10, 2012, 2 p.m. CST to:** [cjordan@weccusa.org](mailto:cjordan@weccusa.org)

Please insert “2012 Residential ENERGY STAR Lighting Promotion RFP” in the subject line.

Proposal must be received by the specified time stated above. Any proposal received after the deadline may not be considered. Faxed proposals will not be accepted.

Respondents will not be reimbursed for any expense associated with the preparation of a proposal. Proposals will be evaluated by WECC, in its sole discretion, on the basis of the evaluation criteria stated above. WECC may select one or more respondent(s) and/or proposal(s), but reserves the right to not select any respondent or proposal and to negotiate with selected respondent(s).

#### **7.12 Questions**

Questions regarding this solicitation must be made in writing and submitted by January 18, 2012. No questions delivered in any other fashion will be answered. Questions can be submitted electronically to [cjordan@weccusa.org](mailto:cjordan@weccusa.org). Answers to the questions will be attached to the original RFP posted to the website at [www.weccusa.org](http://www.weccusa.org), “News & Events,” “Requests for Proposals,” after the question due date referenced above.

Proposals must include and be complete for all manufacturer and retail partners. The completed Appendix materials should clearly identify each party’s responsibilities, retail store locations that will participate in each targeted state and the support that each team member will contribute. Proposals may include other documentation; WECC may disregard any proposal that does not have the application or other materials completely filled out. Both the manufacturer and retail partner must sign the proposal indicating approval of the information submitted and willingness to participate with the submitting partner in the event funding is awarded. Proposals submitted without a retail partner approval may be disqualified from consideration.

WECC will review performance of recommended lighting products against independent third-party testing and will not accept any products that are not performing to the ENERGY STAR specification, regardless if it is listed as a qualified product.

WECC may choose to work with multiple manufacturer and retailer partners at our discretion. These are only estimates and projections, WECC reserves the right to change the channel allocation, bulbs, incentives amounts or reduce or terminate programs.

## 8 APPENDIXES

### Appendix A: WECC ZIP Code List

[..\Master Zip codes list.xlsx](#)

### Appendix B: Proposal Cover Sheet, Checklist & Signature Form

The following information must be submitted to participate in the *WECC Residential Lighting Promotion* (please complete this bid packet for **each** retail partner.):

Retailer Name: \_\_\_\_\_

Manufacturer Name: \_\_\_\_\_

Please identify desired promotional type. (Check one.)

Product Markdown

Instant Rebate/Coupon

POS and Invoice Examples. (Check one.)

Samples of store level POS

Sample of invoice

2011 POS Sales Data Reporting Scoring Options, please check what option you are including.

2011 MSBL POS Category Sales-Total medium screw-base lamp (MSBL) sales (in number of lamps) at retail locations by month and by technology (e.g., incandescent, halogen, CFL, LED solid-state lighting) (up to 20 points).

Please identify how products will be shipped to retailer partners. (Check one.)

Product will be shipped by manufacturer directly to the each retail location

Product will be shipped to the retailer's central distribution center for delivery to each retail location.

Product is in stock and already available in retail stores

Is product on replenishment schedule?

POS sales data to be provided by: (Check one.)

Manufacturer

Retailer

Invoice to be provided by: (Check one.)

Manufacturer

Retailer

Invoice to be paid to: (Check one.)

Manufacturer

Retailer

Tier 2 Diversified Supplier (check one)

Yes (if yes, Name of retailer or manufacturer: \_\_\_\_\_)

No

By submitting this Form, I acknowledge that I have completed a *WECC 2012 Residential Lighting Request* for a Manufacturer and Retailer Negotiated Cooperative Promotion Proposal and that approval of a Proposal is contingent upon my complying with the RFP requirements. **I understand that incentive funding is available only upon written confirmation from WECC.** An incentive paid on a proposed product cannot exceed the wholesale purchase price. WECC may renegotiate any selected proposal through subsequent discussions and negotiation with the proposing party/parties. I agree to implement the promotion as described in the agreement with WECC upon receipt of written confirmation. I understand that ACTUAL incentive amounts paid will be contingent on compliance with the agreement. WECC reserves the right to reallocate or deny funding of promotions which are deemed by WECC as non-performing. WECC also retains the right to reject any and all submitted proposals.

**Authorized Information and Signatures:**

Retailer: \_\_\_\_\_

Manufacturer: \_\_\_\_\_

Printed  
Name: \_\_\_\_\_

Printed  
Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Email:  
\_\_\_\_\_

Email:  
\_\_\_\_\_

Phone:  
\_\_\_\_\_

Phone:  
\_\_\_\_\_

Date:  
\_\_\_\_\_

Date:  
\_\_\_\_\_

**2012  
WECC Residential Lighting Promotion**

**Appendix C: Marketing Plan**

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**Retailer Name:** \_\_\_\_\_

**Manufacturer Name (if applicable):** \_\_\_\_\_

**Products categories you are applying for in this proposal:**

<input type="checkbox"/>	CFL Lighting
<input type="checkbox"/>	LED Lighting
<input type="checkbox"/>	LED Down light Fixtures
<input type="checkbox"/>	CFL Fixtures
<input type="checkbox"/>	LED Holiday Lights

- 1) Proposed start and end date(s) of promotion:
- 2) Please provide a short narrative of promotion:
- 3) Describe (and provide drafts/samples if available) all “point of purchase” marketing to be allowed to be used in the Promotion (check all that apply):

	<b>Type of POS</b>	<b>Description</b>	<b>Will you fund?</b>
<input type="checkbox"/>	ENERGY STAR signage		
<input type="checkbox"/>	Sponsor signage		
<input type="checkbox"/>	Qualified Product Stickers		
<input type="checkbox"/>	Qualified Product Signs		
<input type="checkbox"/>	Receipt Messaging		
<input type="checkbox"/>	Video Wall Advertising		
<input type="checkbox"/>	Other (please list)		

- 4) Tell us about your inventory, stocking, and merchandizing plan to persuade your consumer base to purchase the eligible product:
- 5) Describe your in-store education and training plan for your sales staff regarding this program: Include plan to educate on Lighting Facts label and lumens.
- 6) Please confirm and describe the process that assures these incentive funds are passed to consumers.

- 7) Please describe what training, marketing or education you will provide to your customer base to create behavioral change around choosing ENERGY STAR products: Include plan to educate customers on Lighting Facts label and lumens.
- 8) Please describe other promotional activities:

<b>Tactic</b>	<b>Description</b>
In-store demonstrations	
Advertising	
Inventory adjustments	
Gift cards to end users	
POP materials	
Merchandizing improvements	
Product placement	
Other	

- 9) Do you have an in store recycling program for CFLs? If so, please tell us about your recycling programs and how we might engage with them (if possible):

**Checklist to Include With Your Application for Funding**

- ✓ **Planogram of qualified products**
- ✓ **Inventory plan**
- ✓ **Example communication and education provided to in store staff**
- ✓ **Photos and/or other relevant pieces of information for use when reviewing your application**

**WECC Residential Lighting Promotion  
Appendix D: Product and Store Workbook for Proposal Bid**

Click on link <S:\Energy Star\CAL\CAL 2012\Draft 2012 Appendix D.xlsx>

Open file and save it to your directory. Complete entire workbook. Please note there are comments to help you through the spreadsheet.

Tab 1=Workbook to submit product, forecasts and store locations

Tab 2=Market channels definitions

Tab 3=States

**Appendix E:  
Weekly Sales Data**

The table below is a sample of what the sales data should include:

DATE RANGE:															
Store #	Store Name	Store Address	Store City	Store State	Store Zip	Store Phone	Manufacturer	Manufacturer Model	Retailer SKU	CFL or Fixture Description	Wattage	Quantity per pack	Total Packs Sold	Total Bulbs or Fixtures Sold	Dollar Amount per Bulb or Fixture

**Requirements:**

- Email sales data AND corresponding invoice by the third of each month. (Hard copies are not necessary.)
- Email sales data and invoices to: [RetailPOS@weccusa.org](mailto:RetailPOS@weccusa.org).



**CHECKLIST OF ITEMS NEEDED FOR YOUR BID SUBMISSION:**

- Completed Proposal Checklist and signature form-Appendix B: Proposal Cover Sheet, Checklist & Signature Form
  - Ensure there are retailers and manufacturer signatures, bids will not be accepted without them.
- Sample POS monthly sales data file
- Sample invoice
- Description of Marketing Plan—Appendix C: Marketing Plan
  - Planogram desired
  - Product and Stores Bid Forecast Workbook—Appendix D: Product and Store Workbook for Proposal Bid (separate file for each retail/manufacturer submission)
- 2011 POS Sales Data Reports (MSBL or CFL category)