2027 Contractor Cooperative Marketing Program



Get Funding and Marketing Support to Grow Your Heat Pump Business

The Minnesota Air Source Heat Pump Collaborative is helping contractors across the state grow their businesses and reach more homeowners through **matching marketing funds and customizable, hands-on marketing support.** Whether you already have a marketing strategy or need help building one from the ground up, this program provides funding, resources, and expert guidance to help you promote air source heat pumps (ASHPs) in your community.

Contractors can receive up to $5,000 in matching marketing funds, along with marketing support tailored to their needs. From ready-to-use advertising templates to full-service campaign development, we'll work with you to create effective marketing that fits your business. **Plate already full? Good news!** Your office administrator, marketing staff, or outside consultant can participate on behalf of your company.

Who Can Participate?

1. Members of the Preferred Contractor Network. **Not a PCN member yet?** Join the Preferred Contractor Network to become eligible for marketing funding and support!
2. Get up to **$5,000 in matching funds per** business, covering 50% of eligible marketing costs.
3. Funds cover direct marketing expenses, not associated labor.

Choose the Level of Marketing Support That's Right for You

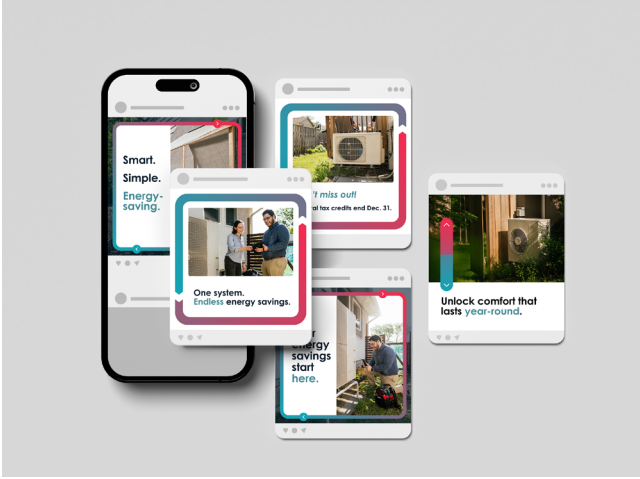
Level 1, Funding Only: You have a marketing plan and just need financial support.
What we provide: Matching marketing funds for approved campaign expenses.
What you do: Develop your marketing plan, create and place your ads, manage your campaign, and submit performance results.

Level 2, Messaging Support: You have your own in-house support, but want recommendations.
What we provide: Heat pump messaging guidance, recommendations, and resources to help you communicate clearly and consistently.
What you do: Develop your own creative materials, place your ads, and manage your campaign.

Level 3, Ready-to-Use Templates: You want marketing assets without starting from scratch.
What we provide: Customizable ad templates, sample copy, and creative resources for your business.
What you do: Customize the materials for your business, place your ads, and manage your campaign.



Level 4, Campaign Creation and Management: You want us to handle the advertising work.
What we provide: Hands-on support to develop your campaign, create advertising materials, and place approved ads on your behalf.
What you do: Participate in a planning conversation, review and approve creative materials, and provide timely feedback. The Collaborative will develop and execute your campaign within an agreed-upon scope of work and hours budget.



Level 5, Comprehensive Marketing Strategy Support: You want to strengthen your company's heat pump marketing strategy from the ground up.
What we provide: Personalized marketing planning and execution support, which may include: Identifying target audiences and developing customer personas; Recommending marketing channels and advertising platforms; Reviewing your website and recommending improvements; Driving a paid advertising campaign.
What you do: Participate in an approximately one-hour kickoff meeting with marketing collaborators, identify your marketing priorities, and commit to timely reviews and approvals. Together, we'll develop a scope of work that outlines deliverables, deadlines, responsibilities, and a defined number of support hours.

How the Program Works

Step 1: Apply and Select Your Support Level Complete a short interest form to apply for matching marketing funds and indicate which of the five levels of marketing support best fits your needs. For early consideration, email Katie LeBlanc at marketing@mnashp.org, or call **270-945-2444** as soon as possible.

Step 2: Develop and Approve Your Marketing Plan
Based on your selected support level, we'll help finalize a marketing plan outlining your campaign goals, budget, timeline, and responsibilities. The Collaborative will review and approve marketing plans to confirm eligible expenses and alignment with program guidelines.

Step 3: Launch Your Marketing Campaign
Put your marketing plan into action! Depending on your selected support level, you can manage the campaign yourself, use Collaborative-provided resources, or work with our marketing team to develop and place ads.

Step 4: Share Results and Documentation
After your campaign, provide proof of marketing activities, such as invoices, screenshots, links, or photos, along with available performance metrics such as reach, clicks, leads, or engagement. These results help you understand your marketing impact and contribute to statewide learning.

Step 5: Receive Reimbursement
Once eligible expenses and documentation are reviewed and verified, contractors receive reimbursement through the matching marketing fund.

Sign up now! Early registration will end Nov. 27, 2026.

Whether you need a little funding or a lot of marketing help, the MN ASHP Collaborative is here to support you. **Email Katie LeBlanc at marketing@mnashp.org, or call 270-945-2444.**

Not part of the Preferred Contractor Network? Visit **www.mnashp.org/become-preferred-contractor**