



Contractor Collaborative Marketing Program

The MN Air Source Heat Pump Collaborative is offering a matching marketing fund and hands-on support to help contractors promote air source heat pumps across the state. Designed to strengthen contractor marketing capacity, this program ensures homeowners receive clear, consistent, and trustworthy information about heat pumps from certified heat pump contractors near them.

This program combines planning support with funding to help contractors run real, measurable marketing campaigns that make the most sense for them, while providing learnings for contractors in real-time.

Program Goals

- Help contractors improve how they communicate air source heat pumps
- Increase homeowner awareness, interest, and confidence in heat pumps
- Ensure contractor marketing is clear, consistent, and effective
- Make sure marketing funds are used strategically and with measurable impact

Who Can Participate?

- Open to **Preferred Contractor Network (PCN)** members
- Contractors will be selected to ensure **geographic diversity across Minnesota**
- Matching funds available up to **\$5,000** per contractor as a 50% match of marketing campaign cost
- Funds support **direct marketing costs only** (not labor)

How the Program Works:

Step 1. Apply for Funding: Contractors submit a short application to be considered for the program: [Apply Here!](#)

Step 2. Contractors Selected: Submit a Marketing Proposal: Selected contractors complete a simple marketing plan outlining budget requested, timeline, audiences intending to be reached, and overall goals for paid marketing resources.

Step 3. MN ASHP Collaborative Approval: The Collaborative reviews and approves proposals to confirm marketing tactics are eligible, messaging aligns with Collaborative guidance, and costs qualify for matching funds.

Step 4. Run Your Marketing Campaign: Contractors launch their approved campaign!

5. Submit Proof & Impact Metrics: After the campaign ends, contractors submit proof the marketing occurred (screenshots, invoices, links, photos), and basic performance data (reach, clicks, leads, attendance, etc.)

6. Request Reimbursement: Once documentation is reviewed and verified, contractors receive reimbursement for approved expenses through the matching fund.

What Makes This Program Different?

Built-in support: Contractors are not on their own; guidance and templates are provided.

Accountability: Clear approval and verification steps ensure funds are used as intended.

Brand Agnostic: Contractors may promote any heat pump product or service; this program is intended to be stackable with distributor marketing co-ops, as long as reimbursement does not exceed 100% of costs

Statewide Learnings: Results help the Collaborative understand what marketing works best statewide.

We're here to support contractors in the way that makes sense for me, while improving overall HP awareness. If you have questions or want to learn more, feel free to email Katie LeBlanc at kleblanc@mncee.org.