

Year of the Water Heater Creative Resources

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Please note: When required for keeping the application anonymous, creative resources have been redacted.

Outreach Photographs



Print outreach materials: Samples representing different release dates, based on available incentives at time of outreach.

Soak Up More Rebates

Making the Cost for a Heat Pump Water Heater Less Than a Gas Water Heater

To Learn More Visit - [Redacted]

Heat Pump Water Heater Rebates

Est. Upfront Cost: Switch from gas to 65gal heat pump	\$6,350
★ [Redacted]	\$2,000
[Redacted]	\$2,000
Est. Cost after Rebates	\$2,350



Scan this QR code to apply!

Can be \$0 after rebates for income-qualified households!



Soak Up More Rebates

Making the Cost for a Heat Pump Less than a Gas Water Heater!

[Redacted] Will Install For Income-Qualified Customers at No-Cost!

Learn more: [Redacted]

Heat Pump Water Heater Rebates

Est. Upfront Cost: Switch from gas to 65gal heat pump	\$6,350
★ [Redacted]	\$2,000
[Redacted]	\$3,000
[Redacted]	up to \$3,500
Est. Cost after Rebates	\$0
30% IRA tax credit (on cost after rebates) - final year available	Available if total cost not recovered through other rebates
EST. END COST: \$0!	

* These incentives are available for a limited time, reserve yours today before they run out!



Aproveche más descuentos

Para más información, visite: [Redacted]

Descuentos para calentadores de agua con bomba de calor

Coste inicial estimado: cambio de gas a una bomba de calor de 65 galones	\$6,350
Descuento por tiempo limitado en [Redacted]	\$2,000
Descuento de [Redacted]	\$2,000
Coste estimado tras los descuentos	\$2,350



¡Escanea este código QR para solicitarla!

¡Puede salir por 0 \$ tras aplicar los descuentos para hogares que cumplan los requisitos de ingresos!

* Estas ofertas están disponibles por tiempo limitado, ¡reserva la tuya hoy mismo antes de que se agoten!



享受更多折扣

让符合收入条件的房主无需支付热泵热水器费用

[Redacted] 将免费为符合收入条件的客户安装!

了解更多: [Redacted]

热泵热水器折扣

预估前期成本: 从燃气热泵转换为 65 加仑热泵	\$6,350
★ [Redacted]	\$2,000
[Redacted]	\$3,000
[Redacted]	up to \$3,500
抵扣后的预估成本	\$0
30% IRA 税收抵免 (按抵扣后的成本计算) - 最后一年可用	如果总成本无法通过其他折扣收回, 则可用
预计最终成本: \$0!	

* 这些奖励仅在限定时间内有效, 请立即预订, 以免售罄



Year of the Water Heater

**SAVE MONEY, IMPROVE
HEATH, INCREASE EFFICIENCY**

Win Prizes! Let
us know, "How
old is your
water heater?"

Special
[redacted]
rebate!

Fun with
Watson

and
more!



Choose a Heat Pump Water Heater

Año del calentador de agua

**AHORRA DINERO, MEJORA LA
SALUD E INCREMENTA LA
EFICIENCIA**

¡Gana premios!
Dinos, "¿Cuántos
años tiene tu
calentador de
agua?"

¡Reembolso
especial de
[redacted]

Diversión con
Watson

¡Y más!



Escoge un calentador de agua con bomba de calor

热水器年

节省金钱、改善健康、提高效率

赢取奖品！告
诉我们：“你
的热水器用了
多久了？”

山景城特别
折扣！

与 Watson 一
起玩乐

以及更
多！



选择热泵热水器

Year of the Water Heater outreach materials, sample themes



Monster Bash Sticker,
Oct. 31, 2025



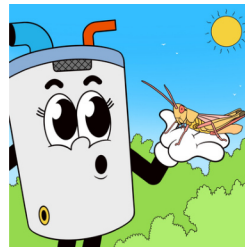
Dia de Muertos Sticker,
Nov. 1, 2025



Lunar New Year Sticker,
Sept. 1, 2026



Pride Sticker,
June 20 2026



Temporary Tattoos: Available Earth Day 2026 and subsequent events



Sample social media post images

Year of the Water Heater outreach materials, continued



Why Choose Electric?

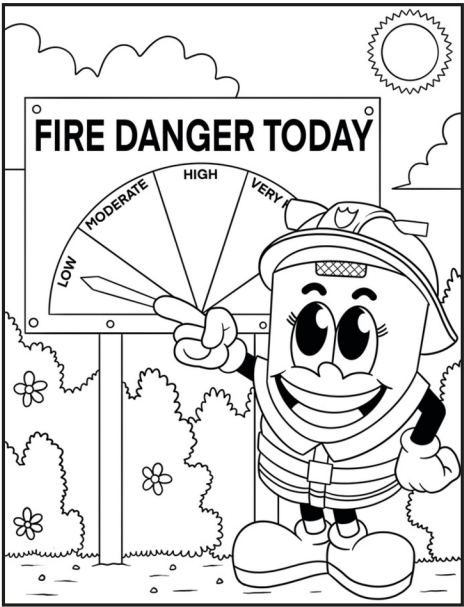
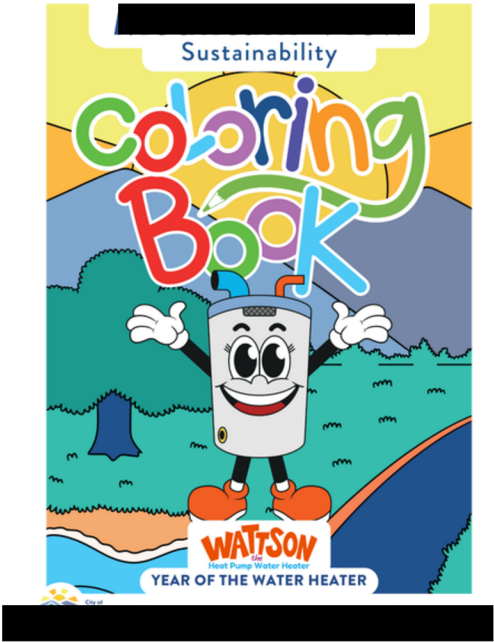
Healthier
& Safer

Get Future-
Ready

Incentives
Now

More
Efficient

Wattson the Heat Pump Water Heater costume and pull-up banner, Campaign business card - side 1



Sample of Sustainability Coloring Book, kids coloring Wattson at Lunar New Year event