

PROMOTE HOMES WITH THE PARTNER MARKETING PROGRAM

Program Brochure

WashingtonGas.com



**Washington
Gas**

A WGL Company

PROGRAM OVERVIEW

The Partner Marketing Program offers marketing materials to help you reach new customers, sell homes and rent apartment units. It offers a mutually beneficial partnership between you and Washington Gas. Available as co-branded materials, we have items from closing gifts for new buyers to free advertising and outdoor sales signs. The program allows you to pick the solution that works best for your business — and the Washington Gas Marketing Team will do the rest for you. All marketing materials will promote that your project offers what buyers and renters really want – affordable, efficient and comfortable natural gas.

Who's Eligible?

Builders and developers of single family homes, townhouses and multifamily homes with individually-metered natural gas for space and water heating in their properties.

Eligibility Amounts

- Builders of less than 6 homes annually: \$2,500
- Builders of 6 to 15 homes annually: \$3,500
- Builders of more than 15 homes annually: \$5,000

Available Solutions

- Outdoor sales signs
- Closing gifts for new buyers and tenants
- Natural gas benefits card

For more information, contact Melissa Farrar at mfarrar@washgas.com or 571-369-8477.

MARKETING TOOLS FOR PARTICIPANTS

The Partner Marketing Program offers a variety of marketing opportunities to help participants promote their properties. The options available will promote your communities and educate your residents on affordable, efficient and comfortable natural gas.



Custom Outdoor Sales Signs

Custom outdoor sales signs offered by the Partner Marketing Program will give you the ability to promote that your properties have exactly what home buyers want - efficient, reliable and comfortable natural gas. The arm post sign is completely customizable, and you'll have the ability to add a topper or rider that highlights the availability of natural gas.

Closing Gifts for New Buyers and Tenants

Let your clients know how much you appreciate their business by giving them closing gifts that they will enjoy for years to come. Choose from items like oven mitts and BBQ thermometers to picnic baskets and tool sets.



Natural Gas Benefits Card

Educating buyers on the benefits of natural gas has never been easier. Receive free natural gas benefits cards when you order closing gifts. You can include them in your closing gift baskets or give them to visitors of your model homes.

No matter how you distribute them, your recipients will know they're making the right choice by purchasing a home with comfortable and convenient natural gas.

NATURAL GAS: COMFORTABLE, CONVENIENT, EFFICIENT

A home with natural gas provides savings, increased comfort and reliability.

- HOME HEATING** Natural gas furnaces and water heaters are 40% more efficient than electric. They also last twice as long as electric heat pumps.
- WATER HEATING** Save money on the essential liquid in your home with water heating. Natural gas water heaters provide hot water faster and last 2-3 times longer than electric water heaters.
- COOKING** Gas cooktops and ovens heat faster and use less energy than electric. They're also easier to clean and can cook faster for about half the price of electricity.
- COOLING** Natural gas furnaces provide all the advantages of cooling without the mess of central air conditioning.
- CLOTHES DRYING** Unlike electric clothes dryers, natural gas clothes dryers provide consistent heat, which means your laundry will be done faster and you'll experience more savings.

Adding natural gas appliances increases savings and comfort. To learn more, visit WashingtonGas.com.

Front

SINGLE-FAMILY HOME OPERATING COSTS: NATURAL GAS VS. RESIDENTIAL HEATING OIL, PROPANE AND ELECTRIC
Average costs for a three-person, 2,200 square foot single-family home in the DC metropolitan region utilizing standard heating, water heating, cooling and drying.

Appliance Category	Appliance Model	Appliance Fuel	Energy Cost	Operating Life (Years)	Operating Life Cost
Home Heating (Average Home: 60,000 BTU)	Electric	Electric	\$1,000	15	\$15,000
	Oil	Oil	\$1,000	15	\$15,000
	Propane	Propane	\$1,000	15	\$15,000
	Natural Gas	Natural Gas	\$1,000	15	\$15,000
Water Heating (Average Home: 40,000 BTU)	Electric	Electric	\$1,000	15	\$15,000
	Oil	Oil	\$1,000	15	\$15,000
	Propane	Propane	\$1,000	15	\$15,000
	Natural Gas	Natural Gas	\$1,000	15	\$15,000
Cooking (Average Home: 10,000 BTU)	Electric	Electric	\$1,000	15	\$15,000
	Oil	Oil	\$1,000	15	\$15,000
	Propane	Propane	\$1,000	15	\$15,000
	Natural Gas	Natural Gas	\$1,000	15	\$15,000
Cooling (Average Home: 10,000 BTU)	Electric	Electric	\$1,000	15	\$15,000
	Oil	Oil	\$1,000	15	\$15,000
	Propane	Propane	\$1,000	15	\$15,000
	Natural Gas	Natural Gas	\$1,000	15	\$15,000
Clothes Drying (Average Home: 10,000 BTU)	Electric	Electric	\$1,000	15	\$15,000
	Oil	Oil	\$1,000	15	\$15,000
	Propane	Propane	\$1,000	15	\$15,000
	Natural Gas	Natural Gas	\$1,000	15	\$15,000

Washington Gas

Back

ORDER FORM

Company Name: _____ Contact Name: _____
Mailing Address: _____
Phone: _____ Email: _____
Qualifying Community/Model Home Name: _____
Community/Model Home Street Address: _____
City: _____ State: _____ Zip: _____

Project Type: Multifamily Custom Home Residential Community

Please place your order for the promotional items below:

1. Outdoor Sales Sign:

Please note a separate order form is required for the Outdoor Sales Sign. Please email Melissa Farrar at mfarrar@washgas.com for the Outdoor Sales Sign order form.

- 4" x 4" x 8' Painted Wood Armpost with 24" x 6" Double-Faced Topper (value: \$320) Quantity: _____
- 4" x 4" x 8' Painted Wood Armpost with 24" x 6" Double-Faced Rider (value: \$320) Quantity: _____
- 4" x 4" x 8' Painted Wood Armpost with 24" x 6" Double Faced Topper and 24" x 6" Double-Faced Rider (value: \$360) Quantity: _____

2. Closing Gifts for New Buyers and Tenants Options:



Charlie Cotton Grill Apron

With multiple pockets, this multi-purpose apron has storage for tools and grilling essentials. This item will be co-branded with Washington Gas' logo and customer logo.

Select the quantity:

- Quantity 25 (total: \$1,111)
- Quantity 50 (total: \$1,856)
- Quantity 75 (total: \$3,381)

- Black Apron/White Logos
- Blue Apron/White Logos
- Red Apron/White Logos

Select color option:



3-Piece BBQ Set In Case

Perfect for king or queen of the grill: a complete set for barbecuing. Kit includes: spatula, fork and pair of tongs, along with a zippered travel case with dual handles. This item will be co-branded with Washington Gas' logo and customer logo.

Select the quantity:

- Quantity 25 (value: \$1,162)
- Quantity 50 (value: \$1,892)
- Quantity 100 (value: \$3,374)

Select color option:

- Black Case/White Logos
- Blue Case/White Logos

Cutting Board with Marble Accent



This on trend cutting board is crafted from black marble and acacia wood. This chic piece is the perfect addition to any home. This item will be co-branded with Washington Gas' logo and customer logo.

Select the quantity:

- Quantity 25 (value: \$1,162)
- Quantity 50 (value: \$1,939)
- Quantity 75 (value: \$2,686)

Utility Tool Bag



This ultra-versatile utility case keeps you organized with multiple storage options. Metal key fob and exterior clip to hook and secure tape measure. Side hook and loop pocket includes plastic container to store and organize tools and accessories, tape measure and tools not included. This item will be co-branded with Washington Gas' logo and customer logo.

Select the quantity:

- Quantity 12 (value: \$1,044)
- Quantity 30 (value: \$1,935)
- Quantity 50 (value: \$2,951)

32 Oz. All-Day: Large Mouth Thermal Canteen



32 oz. vacuum-insulated thermos bottle featuring a wide mouth opening for easy pouring. Modern technology allows us to create beverage holders with almost unbelievable thermal retention capabilities. Keep your hot drinks at optimum temperature range up to 5+ hours and maintain solid ice in cold drinks for up to 10+ hours! Complies with FDA, Prop 65.

Item size: 9" H x 3.5" Diameter. This item will be co-branded with Washington Gas' logo and customer logo.

Select the quantity:

- Quantity 12 (value: \$741)
- Quantity 48 (value: \$1,775)
- Quantity 96 (value: \$2,937)

Select color option:

- Black Canteen/White Logos
- Blue Canteen/White Logos

Collapsible Insulated Picnic Basket



This picnic basket features aluminum fold down handles, 600D polyester fabric construction, thick insulation, PEVA liner and an outer slip pocket. Item size: 17" H x 10" W x 10" D. This item will be co-branded with Washington Gas' logo and customer logo.

Select the quantity:

- Quantity 50 (value: \$1,772)
- Quantity 75 (value: \$2,463)
- Quantity 100 (value: \$3,065)

Select color option:

- Black Basket/White Logos
- Blue Basket/White Logos



26 Piece Tool Kit

Perfect for beginners and professionals alike! The precision 26-piece tool kit has the essentials to get any handy job going. Carbon steel tools; tin hard case with zip closure; tape measure with level; mini flashlight with split ring key chain; utility knife; bit driver handle; 10 bits; 2 precision screw drivers; 4 bit extenders; 3 piece hex keys. This item will be co-branded with Washington Gas' logo and customer logo.

Select the quantity:

- Quantity 50 (value: \$1,631)
- Quantity 75 (value: \$2,291)
- Quantity 100 (value: \$2,864)



5 Piece Bamboo Utensil Set

This set includes a spatula, a slotted spatula, a spoon and a cornered spoon stored inside a convenient bamboo caddy; all made from eco-friendly bamboo. NOTE: Due to the natural characteristic of wood, the grain and the wood type, laser engraving will appear different on every piece. Engraving may appear lighter, darker or mixed tone on each of the pieces within a batch of order. Item size: 12" H x 4 1/2" W x 4 1/2" D. This item will be co-branded with Washington Gas' logo and customer logo.

Select the quantity:

- Quantity 50 (value: \$1,442)
- Quantity 75 (value: \$1,926)
- Quantity 100 (value: \$2,325)



Therm-O-Tote™ Bag

The Therm-O Tote™ collection keeps items hot or cold. The insulated Therm-O Tote™ feature durable 238 combined GSM premium non-woven polypropylene exterior, thermal foil interior, dual-reinforced handles, and plastic bottom insert.. Item size: 13" W x 10" D x 15" H.

Select the quantity:

- Quantity 150 (value: \$1,317)
- Quantity 250 (value: \$1,965)

Select color option:

- Black Bag/White Logos
- Blue Bag/White Logos

Enter the total value of each marketing category you selected.

1. Outdoor sales sign total value: \$ _____

2. Closing gifts for new buyers and tenants total value: \$ _____

Add the total on lines 1 and 2 and enter the sum total.

Sum Total: \$ _____

WASHINGTON GAS PARTNER MARKETING PROGRAM PARTICIPATION AGREEMENT

1. Eligible multifamily projects must be individually-metered with natural gas heating and water heating.
2. Eligible residential projects must have natural gas heating and water heating.
3. Recipient agrees to receive a maximum value based on his qualifications of the eligibility tiers detailed under the Program Overview section.
4. Offer is only available to communities built within five years of the initial request.
5. Washington Gas reserves the right to change the funding amount at any time.

SIGNATURE

PRINT

DATE

Email the completed Partner Marketing Program request form with your logo in .jpg format to: mfarrar@washgas.com



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