



# LIGHTING INCENTIVE APPLICATION FOR AGRICULTURAL FACILITIES

OFFICE USE ONLY  
PROJECT ID:

This incentive application form is valid from July 1, 2010 to December 31, 2010. New application forms will be available beginning January 1, 2011. Focus incentives are subject to change. Please visit [focusenergy.com/incentives/business](http://focusenergy.com/incentives/business) to ensure you are using the most current form.

## SECTION 1: CUSTOMER LEGAL INFORMATION (as shown on your income tax return)

Farm Legal Name		Tax Identification Number—complete only one (must be 9 digits) FEIN #: _____ - _____ - _____ OR SS #: _____ - _____ - _____	
Legal Mailing Address		City	State
			ZIP Code
Business Classification of Customer (Check ONE. Required for all businesses, including non-profits) <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietor/Individual <input type="checkbox"/> LLC <input type="checkbox"/> Other: _____			Owner Name (Corporations Excluded)

## SECTION 2: PAYMENT INFORMATION

Make Incentive Check Payable to: <input type="checkbox"/> Farm Name <input type="checkbox"/> Farm Owner's Legal Name (Only if Sole Proprietor) <input type="checkbox"/> Market Provider (complete Section 4)			
Mail check to: <input type="checkbox"/> Farm Legal Address <input type="checkbox"/> Job Site Address <input type="checkbox"/> Alternate Address (complete below)			Attention to:
Alternate Pay Address		City	State
			ZIP Code

## SECTION 3: FARM INFORMATION (where equipment was installed)

Farm Name		Farm Contact Name	
Farm Street Address (physical location)		Farm Contact Email	
City	State <b>WI</b>	ZIP Code	Farm Contact Telephone
<input type="checkbox"/> Existing Building: lighting retrofit, farm rewire			
<input type="checkbox"/> New Construction: new facilities, additions to existing facilities, or major renovation (gut/rehab)			
Electricity Provider at Farm		Natural Gas Provider at Farm	Project Installation/Service Date

What is the predominant use of the building space where equipment was installed or service was performed? (Check ONE)

Dairy & Milk Production  Aquaculture  Poultry & Egg Production  Greenhouse  Other: \_\_\_\_\_

## SECTION 4: MARKET PROVIDER INFORMATION (See Market Provider information section on the Program Information and Requirements page)

Market Provider Name		Tax Identification Number—complete only one if receiving payment (must be 9 digits) FEIN #: _____ - _____ - _____ OR SS #: _____ - _____ - _____	
Market Provider Street Address		City	State
			ZIP Code
Market Provider Contact Name		Contact Telephone	Contact Email
Business Classification of Market Provider (Check ONE): <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietor/Individual <input type="checkbox"/> LLC <input type="checkbox"/> Other: _____			

## SECTION 5: CUSTOMER SIGNATURE (Read and Sign)

**Certification: The following certifications are required in order for this form to substitute for the IRS form W9**

Under penalties of perjury, I certify that:

- The number shown on this form is the correct taxpayer identification number.
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the IRS that I am subject to backup withholding as a result of a failure to report all interest or dividends or (c) the IRS has notified me that I am no longer subject to backup withholding.
- I am a U.S. citizen (includes a U.S. resident alien).

The undersigned agrees that the stated energy efficient measure(s) was (were) completed or installed at the job site address listed above as part of the Focus on Energy Program. I have read and agree to the Terms & Conditions within this application. To the best of my knowledge, the statements made on this application are correct, and I have submitted the appropriate supporting documentation to receive an incentive.  **Itemized Invoice Attached**

Customer Signature	Customer Name (Print)	Date
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**FORM SUBMITTAL: Return signed, completed form and ITEMIZED invoice within 30 calendar days of installation to:**

**Mail:** Focus on Energy, Business Programs Incentives, 431 Charmany Drive, Madison, WI 53719

**Email:** Applications and invoices can be scanned and emailed to [BPforms@focusenergy.com](mailto:BPforms@focusenergy.com) **Fax:** 608.237.2147

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## INSTRUCTIONS FOR COMPLETING THIS FORM – PLEASE READ

- The specifications for eligible equipment are listed within each lighting technology on this form. **If the technology you are installing is specified differently than how it is listed on this form, please call to verify eligibility.** Custom incentives are available for many technologies not listed, please call 800.762.7077 for information before beginning your project. Some technologies require additional information that must be filled in under “Specifications and Required Information” column. **Replacements are one for one unless specified.**
- This form must accompany an **itemized** invoice with quantity, manufacturer, model number, date and cost for each piece of equipment for which an incentive is expected. High Performance T8 systems require manufacturer and model number for ballast and lamps to appear on invoice. Incomplete applications or invoices will significantly delay processing of incentive. Replaced equipment must be removed from service.
- Outdoor lighting projects are NOT eligible for prescriptive incentives, but may be eligible for custom incentives. See Custom Incentives section on the Program Information and Requirements page.
- Post installation light levels are expected to meet current IESNA recommendations and comply with all applicable electrical, safety and energy codes. Fixtures must be UL listed.
- All fixtures installed in animal housing or milk house area must conform to National Electric Code 547 (i.e. wet location gasketed fixtures).
- Retrofit incentives qualify for projects implemented on existing buildings; the basis of the incentive is a one for one replacement of the lighting fixture being replaced.
- New Construction incentives are for new facilities, additions to existing facilities, or major renovations; incentive is based on a one for one fixture upgrade.
- Rewire incentives are for projects where existing substandard wiring and lighting systems are removed and replaced with new equipment which meets current code standards, usually with the support of your electricity provider. To avoid processing delays, applicant should submit proof of participation in the electricity provider-sponsored rewire program, such as a copy of the signed agreement between yourself and your electricity provider.

**LIGHTING TECHNOLOGIES** Please fill in blanks for all items you are requesting an incentive for.

### INCANDESCENT REPLACEMENTS

One for one upgrades only. Bulbs receiving incentive may not be used for resale or giveaway type promotions. Custom incentives may be available for projects that do not meet the specific applications on this form. Please call 800.762.7077 for information before beginning your project.

Equipment Type	Specifications and Required Information	Retrofit/Rewire Incentive	New Construction Incentive	Quantity	Total
<b>Compact Fluorescent Lamp (CFL) or Cold Cathode</b> CFL or cold cathode screw-in lamps (medium base only).					
CFL Lamps	Instead of 100W or less incandescent, install CFL up to 32 Watts. Screw base only.	\$2/Bulb Limited to 50% of product cost up to \$2/bulb	Not Eligible		
Cold Cathode Lamps	Instead of 100W or less incandescent lamp, install screw base cold cathode lamps.	\$2/Bulb	Not Eligible		
High Wattage CFL Lamps	Instead of greater than 100W incandescent lamp, install CFL from 33-115 Watts. Medium screw base CFLs only.	\$5/Bulb	Not Eligible		
CFL Reflector Flood Lamps	Instead of 100W or less incandescent, install CFL flood lamps with integrated reflector up to 30 Watts. Screw base CFLs only.	\$4/Bulb	Not Eligible		

### Light Emitting Diode (LED)/Solid State Lighting (SSL)

Incentives for LED lighting equipment in agricultural facilities may be available on a custom basis and will require prior approval from Focus on Energy.  
Direct inquiries to 608.273.0182 x2222.

## LIGHTING CONTROLS—OCCUPANCY SENSORS & DAYLIGHTING CONTROLS

### Occupancy Sensors (Non-High Bay Applications – see page 4 for High Ceiling Controls)

- Install Ultrasonic or Passive Infrared sensor controlling non-high bay fixture types. Socket based occupancy sensors do not qualify.
- Rapid or programmed start ballasts are recommended for fluorescent fixtures to extend lamp life.
- Sensors may control more than one fixture; please indicate wattage controlled per sensor in space provided.

Fixture Mounted Sensor	Quantity of sensors controlling 200W or less each _____ Quantity of sensors controlling over 200W each _____	\$5/Sensor	Not Eligible		
Wall Mounted Sensor	Quantity of sensors controlling 200W or less each _____ Quantity of sensors controlling over 200W each _____	\$7.50/Sensor	Not Eligible		
Ceiling Mounted Sensor	Quantity of sensors controlling 500W or less each _____ Quantity of sensors controlling 501-1000W each _____ Quantity of sensors controlling over 1000W _____	\$15/Sensor	Not Eligible		

### Daylighting Controls

- Add automatic daylighting controls for lighting, either by use of dimming ballasts or stepped/switched controls.
- Must provide the following: calculations documenting kW controlled as listed on this form, floor plan showing where daylighting controls are used, product data for photocell and daylighting controllers, and control sequence.
- Incentive may not exceed purchase price. May not be combined with any other lighting control incentives.

Stepped Control (minimum 2 lighting levels, not including off)	kW Controlled _____ (detailed product data required)	\$175/kW Controlled	\$175/kW Controlled		
Continuous Dimming Control	kW Controlled _____ (detailed product data required)	\$275/kW Controlled	\$275/kW Controlled		

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### LINEAR FLUORESCENT BALLAST & LAMP- NON-HIGH BAY APPLICATIONS

Equipment Type	Specifications and Required Information	Retrofit/Rewire Incentive	New Construction Incentive	Quantity	Total
<b>High Performance T8 (HPT8) Systems</b>					
<ul style="list-style-type: none"> <li>■ Instead of standard 4 foot T12 or T8 systems, install high performance T8 systems. Must contain high lumen, long life F32T8 lamps (minimum ≥ 3100 initial lumens, 24,000 hour rated life) from “CEE High Performance T8” list paired with either of the following:               <ul style="list-style-type: none"> <li><input type="checkbox"/> Low or Normal ballast factor (BF) ballast from the “CEE High Performance T8” qualified product list posted at <a href="http://www.focusonenergy.com/businesslighting">www.focusonenergy.com/businesslighting</a>.</li> <li><input type="checkbox"/> OR Any low ballast factor electronic ballast (≤.78 Ballast Factor)</li> </ul> </li> <li>■ Ballast &amp; lamp must meet these guidelines or system will not qualify for ANY incentive. Please call with any questions prior to initiating project.</li> </ul>					
4' 1 Lamp HPT8 System	1L HPT8 ballast & lamps from approved list Ballast Model # _____ Lamp Model # _____	\$2/Fixture	\$2/Fixture		
4' 2 Lamp HPT8 System	2L HPT8 ballast & lamps from approved list Ballast Model # _____ Lamp Model # _____	\$3/Fixture	\$3/Fixture		
4' 3 Lamp HPT8 System	3L HPT8 ballast & lamps from approved list Ballast Model # _____ Lamp Model # _____	\$4/Fixture	\$4/Fixture		
4' 4 Lamp HPT8 System	4L HPT8 ballast & lamps from approved list Ballast Model # _____ Lamp Model # _____	\$5/Fixture	\$5/Fixture		

### Replace or retrofit 8 foot T12 Fixtures (install 4' HPT8)

- Replace or retrofit standard 8 foot T12 systems with a 4 foot high performance T8 systems as described below.
- Must contain high lumen, long life F32T8 lamps (see above descriptions and qualified product lists).
- AND a normal or high ballast factor ballast from the qualified product lists posted at [www.focusonenergy.com/businesslighting](http://www.focusonenergy.com/businesslighting).

Equipment Type	Specifications and Required Information	Retrofit/Rewire Incentive	New Construction Incentive	Quantity	Total
8 foot 2 Lamp T12	2-4'HPT8 or Reduced Wattage lamps and one Normal or High Ballast Factor HPT8 ballast from CEE HPT8 list Ballast Model # _____ Lamp Model # _____	\$10/Fixture	Not Eligible		
8 foot 2 Lamp T12	4-4'HPT8 or Reduced Wattage lamps and one Normal or High Ballast Factor HPT8 ballast from CEE HPT8 list Ballast Model # _____ Lamp Model # _____	\$10/Fixture	Not Eligible		
8 foot 1 Lamp T12HO	2-4'HPT8 or Reduced Wattage lamps and one Normal or High Ballast Factor HPT8 ballast from CEE HPT8 list Ballast Model # _____ Lamp Model # _____	\$10/Fixture	Not Eligible		
8 foot 2 Lamp T12HO	4-4'HPT8 or Reduced Wattage lamps and one Normal or High Ballast Factor HPT8 ballast from CEE HPT8 list Ballast Model # _____ Lamp Model # _____	\$20/Fixture	Not Eligible		
8 foot 2 Lamp T12VHO	4-4'HPT8 or Reduced Wattage lamps and one High Ballast Factor HPT8 ballast from CEE HPT8 list Ballast Model # _____ Lamp Model # _____	\$40/Fixture	Not Eligible		

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### HIGH CEILING LIGHTING

Indoor applications only. Outdoor lighting may be eligible for custom incentive. Contact Focus on Energy for preapproval. Fixture mounting height over 12'.

Equipment Type	Specifications and Required Information	Retrofit/Rewire Incentive	New Construction Incentive	Quantity	Total
<b>Pulse Start Metal Halide (PSMH)</b>					
Must be permanently-wired ballast and lamp retrofit or complete new fixture – screw in retrofit lamps do not qualify.					
320W PSMH Gasketed Fixture	Install 320W pulse-start metal halide gasketed fixtures/components instead of 400W HID gasketed fixtures/components	\$25/Fixture	Not Eligible		
320W PSMH Fixture Gasketed and Designated as "Suitable for Wet Locations"	Install 320W pulse-start metal halide gasketed fixtures/components designated as "Suitable for Wet Locations" instead of 400W HID gasketed fixtures/components designated as "Suitable for Wet Locations"	\$25/Fixture	\$25/Fixture		

### Induction (Electrodeless Lighting)

Must be permanently-wired ballast and lamp retrofit or complete new fixture – screw in retrofit lamps do not qualify.

300W Induction	Install 300W induction fixtures/components instead of 400W HID	\$40/Fixture	\$40/Fixture		
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### High Ceiling Fluorescent

Instead of high intensity discharge (HID) lamp wattages listed, install linear fluorescent high ceiling fluorescent fixtures in total fixture wattages as shown on line item. **Please read carefully.** If fixture configuration is not one for one upgrade, or differs from line items please call 800.762.7077 for authorization.

250 – 399W (lamp wattage) HID Replacement/Equivalent	High ceiling fluorescent ≤155W total fixture watts <b>Check One:</b> <input type="checkbox"/> 3 lamp T5HO <input type="checkbox"/> 3 lamp T8 <input type="checkbox"/> 4 lamp T8 Manufacturer _____ Model _____	\$25/Fixture	\$25/Fixture		
400 – 999W (lamp wattage) HID	High ceiling fluorescent ≤365W total fixture Watts <b>Check One:</b> <input type="checkbox"/> 8 lamp T8 Manufacturer _____ Model _____	\$25/Fixture Replaced	\$25/Fixture Replaced		
400 – 999W (lamp wattage) HID Replacement/Equivalent	High ceiling fluorescent ≤250W total fixture watts <b>Check One:</b> <input type="checkbox"/> 6 lamp T8 <input type="checkbox"/> Other T8 or T5HO less than 250 Watts Manufacturer _____ Model _____	\$50/Fixture	\$50/Fixture		
Add High Bay Occupancy Based Control	Add occupancy sensors to high bay fluorescent fixtures listed above. Incentive may NOT be combined with occupancy sensor incentive on page 2. Control costs must be itemized separately on invoice. Incentive may not exceed purchase price. Total Wattage Controlled _____	\$15/ Controlled Fixture	\$15/ Controlled Fixture		

### LONG-DAY LIGHTING SYSTEM

Incentives for long-day lighting system implementation and other control systems in livestock barns are available on a custom basis and require prior approval from Focus on Energy. Direct inquiries to 608.273.0182 x2222.

#### TOTAL INCENTIVE REQUESTED

Incentives not to exceed cost of the product.

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**Questions:** Call 800.762.7077 then #2 for Business Programs

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## PROGRAM INFORMATION AND REQUIREMENTS

### INCENTIVE LIMIT

Cash incentives are limited to \$250,000 per project and \$500,000 per customer in a calendar year for all Focus on Energy incentives (prescriptive and custom). Any project with an expected incentive exceeding \$25,000 must receive written approval BEFORE project initiation or equipment purchase.

### PRESCRIPTIVE INCENTIVES

Cash incentives are available for a variety of technologies. Check the Focus on Energy Web site at [focusenergy.com/incentives/business](http://focusenergy.com/incentives/business) or call 800.762.7077, then press #2 for more information. Depending on your business tax classification, the IRS may require you to pay taxes on incentives totaling over \$600 per calendar year.

### CUSTOM INCENTIVES

If your project does not fit the descriptions on this prescriptive incentive application form, it may qualify for a custom incentive which requires approval prior to project initiation and ordering equipment or issuing purchase orders. Direct inquiries to 800.762.7077 then press #2 for Business Programs, or visit [focusenergy.com](http://focusenergy.com).

### TERMS & CONDITIONS

- Incentive Offer:** This application covers products purchased and installed/service performed between July 1, 2010 and December 31, 2010. Applications must be **submitted within 30 calendar days of project installation** and no later than December 31, 2010, unless an earlier date is specified by a Focus on Energy promotion. Please keep a copy for your records. Incomplete applications will be returned.
- Proof of Purchase:** This application must have complete information and be submitted with an invoice itemizing the product(s) and/or service(s) received. See the requirements section of this application for more details. Sample invoices are provided at [focusenergy.com/sampleinvoice](http://focusenergy.com/sampleinvoice).
- Compliance:**
  - All projects are expected to comply with federal, state and local codes.
  - All equipment must be new. Used or rebuilt equipment is not eligible for incentives. Existing equipment must be removed.
  - Equipment must meet specification requirements and be purchased and operating prior to submitting an incentive application form.
  - Only one incentive will be granted for each project. Incentives granted to contractors, distributors or other market providers cannot also be claimed by end-use customers.
- Payment:** Once completed paperwork is submitted, incentive payments are made within 8–10 weeks. Incomplete applications will be returned.
- Publicity:** Focus on Energy reserves the right to publicize your participation in this program, unless you specifically request otherwise in writing. Requests should be emailed to [bpforms@focusenergy.com](mailto:bpforms@focusenergy.com).
- Program Discretion:** Incentives are available on a first-come, first-served basis. This offer is subject to change or termination without notice at the discretion of the Focus on Energy Program. Some Focus participating electric and/or natural gas providers have incentive programs outside of Focus on Energy. Customers of these providers might not qualify for incentives from both programs. These customers should check with their electric and/or natural gas provider to verify eligibility for dual incentives in order to comply with program rules.
- Focus Logo:** Customers or market providers may not use the Focus on Energy name or logo in any marketing, advertising or promotional materials without prior written permission.
- Disclaimers:** Focus on Energy
  - Does not endorse any particular market provider, manufacturer, product, labor or system design by offering this program;
  - Will not be responsible for any tax liability imposed on the customer as a result of the payment of incentives;
  - Does not expressly or implicitly warrant the performance of installed equipment or contractor's quality of work (contact your contractor for detailed warranties);
  - Is not responsible for the proper disposal/recycling of any waste generated as a result of this project; and
  - Is not liable for any damage caused by the installation of the equipment or for any damage caused by the malfunction of the installed equipment.
- Monitoring and Verification:** Focus on Energy evaluates program efficacy by monitoring energy use/production prior to and after installation of your energy efficiency or renewable energy project. Program staff may conduct this monitoring or perform an inspection of the facility to survey the installed projects. Your signature on this application provides Focus on Energy approval to obtain energy data directly from your electric and/or natural gas provider(s). Any customer receiving an incentive check may be contacted by an evaluator to verify service/equipment installation or be asked to complete a customer survey.

### UTILITY ELIGIBILITY

Incentives for specific technologies are offered by Focus on Energy to business customers including commercial, industrial, state, federal and local governments, agricultural, and schools/institutions with locations in Wisconsin. Customers who are served by a participating electric provider but not a participating natural gas provider will only qualify for incentives for electric technologies. Customers who are served by a participating natural gas provider but not a participating electric provider will only qualify for incentives for natural gas technologies. Customers who have both a qualifying electric provider and a qualifying natural gas provider would qualify for incentives on both electric and natural gas technologies. Customers who use propane or other non-qualifying fuels will not qualify for incentives for any gas technologies.

### MARKET PROVIDER INFORMATION

A market provider represents the company who provided/installed the equipment for your project or performed the service for which you are seeking an incentive. The FEIN and Business Classification of the market provider is required **IF** you received your incentive as a credit on your invoice, whereby the incentive is owed to the market provider. In this scenario, the credit must be clearly labeled as the Focus on Energy incentive and deducted from the amount due.

If your project was completed by more than one market provider (example, equipment was purchased from one market provider but installed by another market provider) and the incentive is being paid to you the customer, please enter the information of the market provider who installed your equipment in Section 4: Market Provider Information. If the equipment was self-installed, please enter the information of the market provider from whom you purchased the equipment.

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not get completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas.

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