

Water Heater Rebate



Rebate Checklist

In order to ensure timely approval and issuance of your rebate, please complete the following steps. Incomplete applications may result in delayed payment.

- Read the *application Terms and Conditions to determine if you are eligible for a rebate under this program*
- Complete this application form
- Attach the following documentation:
 - Copy of proof of purchase/sales receipts
 - Verification of lifetime warranty
- Submit the application and required documentation to the City of Madison

Proof of purchase and verification of lifetime warranty must be included with this application.

Terms & Conditions

The Power Forward water heater rebate program is provided by Heartland Energy in collaboration with the City of Madison. Incentives are provided for the purchase of an electric water heater with a lifetime warranty, 50 gallons or larger. Water heaters 50 to 79 gallons are eligible for a \$200 rebate; 80 gallons and larger are eligible for a \$400 rebate.

- Customers of participating utilities served by Heartland Energy are eligible for rebates.
- Rebates are only available on lifetime warranty electric water heaters, 50 gallons or larger, purchased and applied for in the current calendar year. Applications must be submitted by December 31, 2023.
- Rebates are available on a first-come, first-served basis and are subject to eligibility and availability of funds. This program is subject to change or termination without notice.
- A copy of proof of purchase/sales receipt and verification of lifetime warranty must be included with this application and will not be returned. Water heater must be installed before submitting application.
- Rebates will be issued by the City of Madison in a manner chosen by the utility. Please allow up to 90 days for delivery of rebates.
- Please note: MHD and MR models of Marathon water heaters must now be registered within 90 days of installation to qualify for the Limited Lifetime Warranty. If it is not registered within 90 days, it is covered only by a 10-year Limited Warranty. Proof of registration for these models must be included with this application to qualify for the rebate.

For a list of participating utilities, visit www.heartlandenergy.com or contact your local utility to verify participation.

Applicant Information

Name

Date of Application

Address

City, State, Zip

Daytime Phone Number

Email

Rebate Information

Water Heater Purpose

Date Purchased

- New Construction Gas Conversion Electric Replacement

Store Name and Location

Manufacturer

Serial Number

Model Number

Gallon Size

Building Use

Proof of Purchase and Documentation of Lifetime Warranty Included

- Residential Small Business Yes
 Commercial Multi-Family No

Heartland Energy and the City of Madison do not endorse or warrant any equipment funded under this program or guarantee that a specific level of energy or cost savings will result from products funded by these rebates. Heartland Energy and the City of Madison reserve the right to perform random spot checks to verify program compliance, are not responsible for any tax liability imposed on the customer as a result of these incentives, and are not liable for any damage or injury relating to the removal, installation or operation of any equipment in connection with this application.

I hereby certify that the information contained in this application is accurate and complete and that I have read, understand and agree to the terms and conditions set forth in this application.

Signature

Date

Please return completed application and accompanying documentation to the City of Madison.

The applicant must allow the installation of load management in residential homes or commercial buildings on all qualifying units that have received an energy efficiency rebate from the City of Madison.

Please contact Karen @ (605) 256-7504 with questions about residential rebates.

