

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 for electric tank water heaters
 - Verification of ENERGY STAR rating AND 10-year warranty for heat pump water heaters
- Submit the application and required documentation to your local utility

Proof of purchase must be included with this application along with verification of lifetime warranty or ENERGY STAR verification/warranty information for heat pump water heaters.

Available Rebates:

- Lifetime warranty electric water heater 50 to 79 gallons: \$200
- Lifetime warranty electric water heater 80 gallons or larger: \$400
- ENERGY STAR rated heat pump water heater: \$400

Terms & Conditions

The Power Forward water heater rebate program is provided by Heartland Energy in collaboration with your local municipal utility. Incentives are provided for the purchase of an electric water heater with a lifetime warranty, 50 gallons or larger, OR an ENERGY STAR rated electric heat pump water heater with a minimum 10-year warranty.

- Customers of participating utilities served by Heartland Energy are eligible for rebates.
- Rebates are only available for the purchase of lifetime warranty electric water heaters, 50 gallons or larger, or ENERGY STAR rated heat pump water heaters with a minimum 10-year warranty.
- Eligible water heaters must be purchased and applied for in the current calendar year. Applications must be submitted by December 31, 2024.
- 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 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 your local electric utility 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

New Construction Gas Conversion Electric Replacement

Water Heater Type

Lifetime Warranty Electric Tank Heat Pump

Date Purchased

Store Name and Location

Manufacturer

Serial Number

Model Number

Gallon Size

Building Use

Residential Small Business
 Commercial Multi-Family

Proof of Purchase and Documentation of Warranty Included

Yes
 No

For Heat Pump Water Heaters, ENERGY STAR Verification Included

Yes
 No

Heartland Energy and its participating utilities 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 its participating utilities 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 your local utility.

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

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

