



Residential Rebate Program

Contractor Connect

Winter 2023

NMGC Participating Contractors,

With the program year well underway, we're here to keep you up to date on program changes, requirements, and benefits. We know you are busy, so we hope this newsletter provides quick reminders on offers and/or deadlines that may be coming your way.

Eric Martinez joined the New Mexico Gas Company Energy Efficiency team this November as a marketer and developer, moving from the communications department where he worked for two years. Learn more about Eric in the *Meet the Program Team* Section.

Thank you for participating in the residential rebate programs. We appreciate the dedication that each one of you has shown to the program, our customers, and energy efficiency. Your contribution not only reduces the cost of upgrades for your customers but helps them save on their energy bills for years to come.

Please be aware that the last day we'll be accepting applications for this program year will be **Friday, March 31, 2023**. Also, starting April 1, 2023 we will begin using the SEER2 rating for efficiency calculations in the Space Heating Program.

As always, we are here to help so don't hesitate to get in touch with us with any questions.

Thank you for your continued partnership,

The New Mexico Gas Company
Residential Rebate Program Team

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Winter Marketing Campaign

This year we will be utilizing a variety of platforms to inform NMGC customers of program rebates.

Winter temperatures are dropping. Now is a great time to help your customers manage their energy usage with New Mexico Gas Company's rebate offerings for adding smart thermostats and heat pump water heaters.

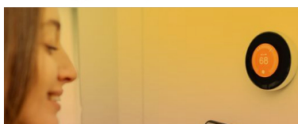
This campaign includes a Facebook ad set, Organic Facebook post and two Twitter posts. We encourage everyone to share the available post promotions to your own social media pages to encourage program participation to the widest audience available. Please see links to share below.

In December, we promoted [smart thermostats](#) and [heat pump water heaters!](#) Visit the NMGC Facebook and Twitter pages to like and reshare our posts, or you can also click the links below to use these images to create your own post that promotes the programs and savings. Keep an eye out for Facebook and Twitter posts in January promoting [High Efficiency Showerheads and Water Savings Kits](#).

Facebook Posts

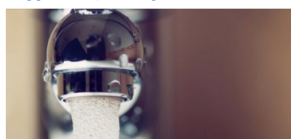
 New Mexico Gas Company
November 22 at 11:11 AM · 

#DidYouKnow an ENERGY STAR® smart thermostat can help you control your home's temperature and energy use based on your schedule, preferences, and even the weather? Plus, you can save on your energy costs every year! We can help you get a \$50 rebate on eligible models.
Learn more: nmgcgetrebates.com/smart-thermostat



 New Mexico Gas Company
20 · 

Pouring money into an outdated water heater?
Now is the time to upgrade to a high efficiency ENERGY STAR® model. New Mexico Gas Company offers rebates up to \$300 on qualifying tankless and storage tank water heaters.
Find a participating contractor to start saving:
nmgcgetrebates.com/water-heating





[Click here to share](#)

Product Rebates

Insulation Rebates 25% of the cost up to **\$500**

Smart Thermostat Rebates **\$50** for installing an ENERGY STAR® Smart Thermostat
Space Heating Rebates Up to **\$350** for installing a high efficiency gas furnace or boiler with an annual fuel utilization efficiency (AFUE) rating of 92% or higher in customer's homes.

Water Heater Rebates up to **\$300** for installing a high efficiency water heater. Plus, customers could save as much as \$100 per year on gas bills compared to a standard model.

Print-on-Demand Portal

Our new online print-on-demand service for Participating Contractors is a fast, easy way to get marketing materials designed to help you sell the NMGC Residential Rebate Program to potential customers.

- View and order marketing materials for the program.
- Co-brand select items with your company logo and contact information.
- Reach more customers and increase sales.

If you don't already have an account, please contact [Jody Calimlim](#) to set one up. You can access the print-on-demand portal at www.yesportals.com. Please click here for an [instruction guide](#) on how to use the portal.

PORTAL

WELCOME

ORDER APPROVAL

ORDER HISTORY

LOG OUT

New Mexico
GAS COMPANY®
AN EMERA COMPANY

A Natural Choice.

Welcome to the New Mexico Gas Company Residential Rebates Program Print on Demand Portal.

Order pre-approved cobranded marketing collateral to promote the New Mexico Gas Company Residential Rebates Program.

Please select quantity of each item, then click "ADD ITEM(S) TO CART" at the bottom of the page.

New Mexico Gas Company Residential Rebates Documents

	New Mexico Gas Company Combo Boiler Rack Card (Co-Branded) 001 4" x 9" - 80# Cover 4/4 Two Sided with Co-Branded Information	QUANTITY 0
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Meet the Program Team



Eric N. Martinez joined the NMGC Efficiency team as a marketer and developer in November, moving from the Communications department where he worked for two years. Prior to joining NMGC, he was a marketing and communications manager at Comagine Health/New Mexico Medical Review Association and account executive at marketing firm Cooney, Watson & Associates. Previous roles include director of communications for the American Heart Association Albuquerque and Tucson metros, and public relations manager of the Museum of New Mexico.

A native New Mexican, Eric co-developed some of the area's most-recognized campaigns for ABCWUA, Albuquerque Journal, AMAFCA, Indian Health Service and New Mexico Department of Health.

Eric spends free time working on guitar building projects with his son or wrenching on his vintage Honda motorcycle.

We offer three ways to submit your rebate application:

1. **Online** - Use our easy step by step [online tool](#)

Quick Links

Rebate Info and Application:

[Insulation](#)

2. **By Email** - Send a copy to info@nmgcrebates.com

3. **By Mail** - Print out and mail:

6501 Wyoming NE
Building C, Suite102
Albuquerque, NM 87109

- [Insulation](#)
- [Water Heating](#)
- [Space Heating](#)
- [Combo Boiler](#)
- [Smart Thermostat](#)
- [Online Rebate Tool](#)

Questions?

We're here to help. Contact our program support team.

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New Mexico Gas Company Residential Rebate Program

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