



**NYSERDA**

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**Cooperative Advertising and Training for Clean Energy Partners  
Program Opportunity Notice (PON) 4482**

**SUMMARY OF REVISIONS**

The following changes have been made to PON 4482 - Cooperative Advertising and Training for Clean Energy Partners:

- **Section I. Program Summary:**
  - The training incentives has been expanded to include heat pump distributors
- **Section II. Eligibility Criteria:**
  - Eligibility has been expanded to include a brand-agnostic collaborative of manufacturers led by an industry association
  - The training incentives has been expanded to include heat pump distributors
- **Section III. Cooperative Advertising and Training Incentive Structure:**
  - Clarifying language on application submission, related activities, and payment request dates has been added
  - A annual training maximum cap for heat pump distributors has been added in the amount of \$50,000
  - The annual incentive cap for eligible contractors or Clean Heating and Cooling Community campaigns has increased from \$50,000 to \$100,000

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