



**POWER  
FORWARD™**



*The Power Forward water heater rebate program is provided by Heartland Consumers Power District 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 \$100 rebate; 80 gallons and larger are eligible for a \$200 rebate.*

- Residential customers of City of Madison are served by Heartland and 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, 2016.
- 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. 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.**



City of Madison

# WATER HEATER REBATE

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

### Applicant Information

Name: \_\_\_\_\_

Date of Application: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Rebate Information

Water Heater Purpose

*New Construction*

*Gas Conversion*

*Electric Replacement*

Date Purchased: \_\_\_\_\_

Store Name and Location: \_\_\_\_\_

Manufacturer: \_\_\_\_\_

Serial Number: \_\_\_\_\_

Model Number: \_\_\_\_\_

Gallon Size: \_\_\_\_\_

Efficiency Factor: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Heartland 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.

Please return completed application and all 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.