

Powerwall \$500

Rebate Campaign

Marketing Toolkit

For Certified Installers



Introduction

01

As a Tesla Certified Installer, you have helped us achieve the global milestone of 500,000 Powerwalls installed. To celebrate, we are offering a rebate of \$500 for all Powerwalls installed between June 15 and October 31, 2023. Customers will need to claim their rebate by November 30, 2023.

To help share this limited time offer, we have created the following examples in this toolkit to provide marketing support:

- Suggested email to be sent to your potential leads and existing customers
- An offer guide that you can incorporate into your sales conversations
- A website banner
- Templates for your preferred social media platforms

For more in depth guidelines, please refer to the Powerwall Certified Installer Marketing Guidelines in the Partner Portal.

Please note that this document is to be used as a visual reference only. Before using any assets, reach out to; energyproductsmarketing@tesla.com for approval.

Email

02

Suggested email to be sent to your potential leads and existing customers

[SUBJECT]

Get \$500 Rebate on Your Powerwall Purchase

[HEADLINE]

For a limited time, Tesla is providing a rebate offer

[BODY]

To celebrate 500k Tesla Powerwalls installed globally, Tesla is offering a \$500 rebate for Powerwalls installed between June 15 and October 31, 2023.

There has never been a better time to reduce your dependence on the energy grid.

With Powerwall, you can store excess solar energy, ensure your home has a reliable power source 24/7, benefit from backup protection during outages and maximize utility/energy bill savings for peace of mind.

Contact us at [insert number] or send us a message at [email] to get started.

Best Regards,

[Name of Certified Installer]



One Page Offer Guide

03

You can use this offer guide during sales conversations, and when sending out email communications.

There's a designated space next to the Tesla Powerwall Certified Installer Logo where you can insert your Certified Installer logo.

You can find the Offer Guide in the Partner Portal.



Rebate Now Available For Powerwall

For each Powerwall installed between June 15 to October 31, 2023 you can claim a rebate of \$500.

Powerwall is a home energy storage solution designed to store energy for use at any time, ensuring uninterrupted power supply—even during blackouts.

Key Benefits

- Cost savings through optimized energy usage
- 24/7 access to solar power, day and night
- Real-time monitoring of your home's energy usage
- Backup protection during power outages
- Reduced reliance on the grid and a lower carbon footprint
- Conveniently charge your electric vehicle using Powerwall
- Flexibility to expand your energy storage capacity by adding up to 10 Powerwalls

Speak to your trusted Certified Installer today to learn how you can benefit from this limited time offer.

Terms and conditions apply.

TESLA
POWERWALL
CERTIFIED INSTALLER



Website Banner

04

Here are four examples of how your website homepage could feature the Powerwall Rebate Campaign.

Our recommendation is that the website banner directs customers to your contact page when they click on "Speak To Us Today," and to the Tesla Powerwall Rebate website when they click on "Terms and Conditions Apply."

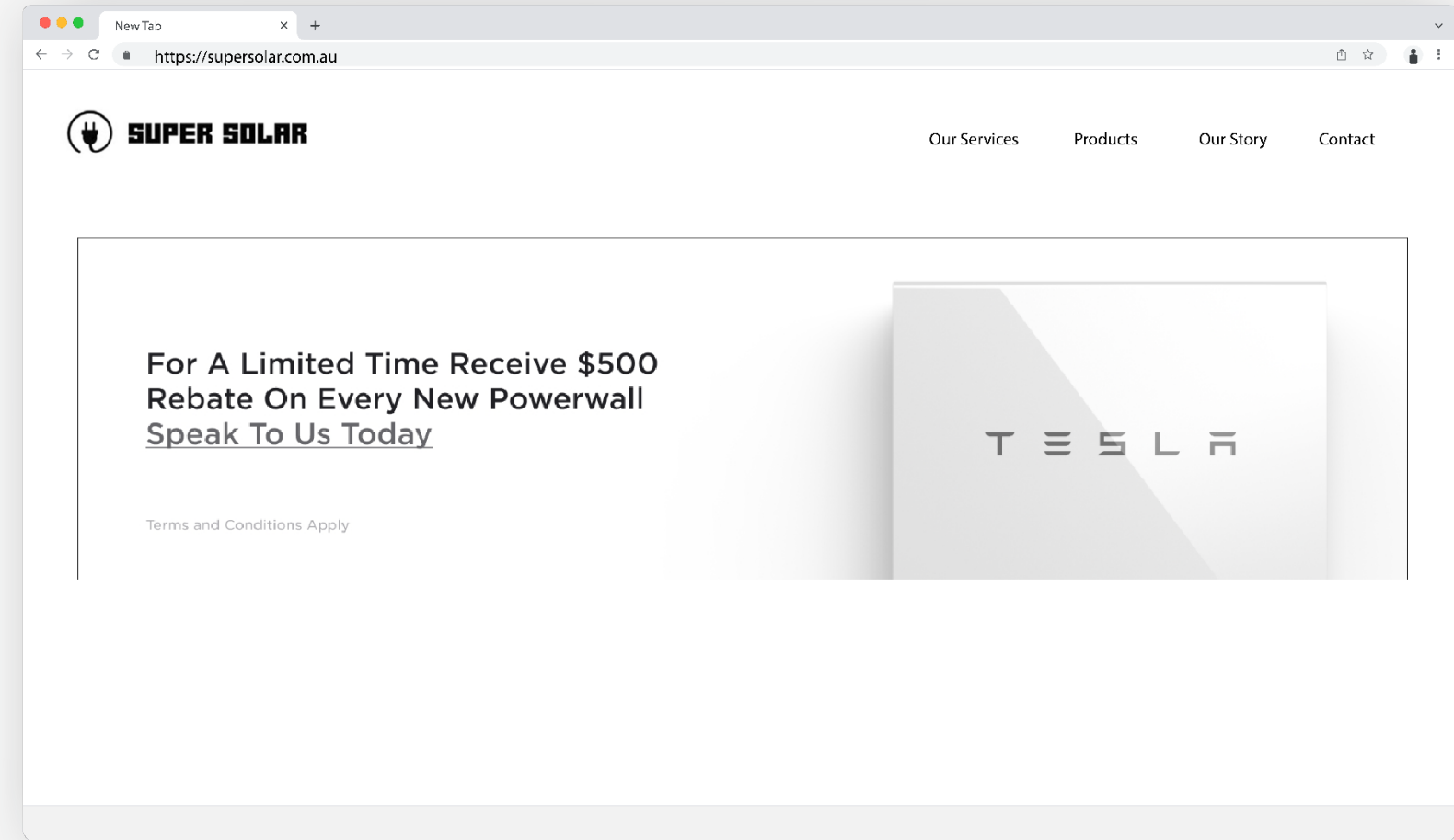
Guidelines

Don't show Tesla branding more prominent than your company's branding.

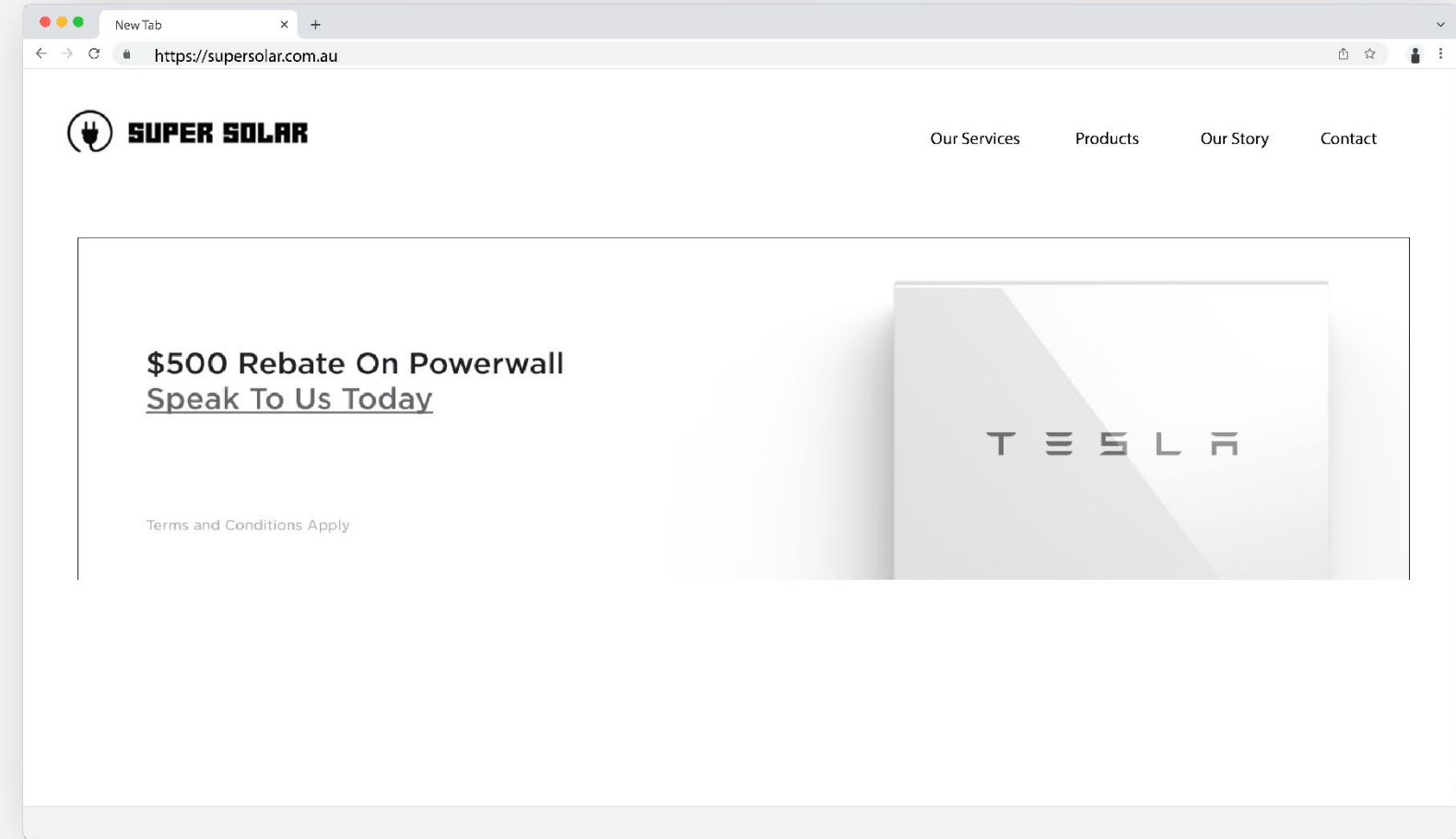
Do not use the Tesla wordmark or the Tesla "T" logos.

Only use the Tesla Powerwall Certified Installer logos.

Option 1



Option 2



Website Banner (Continued)

04

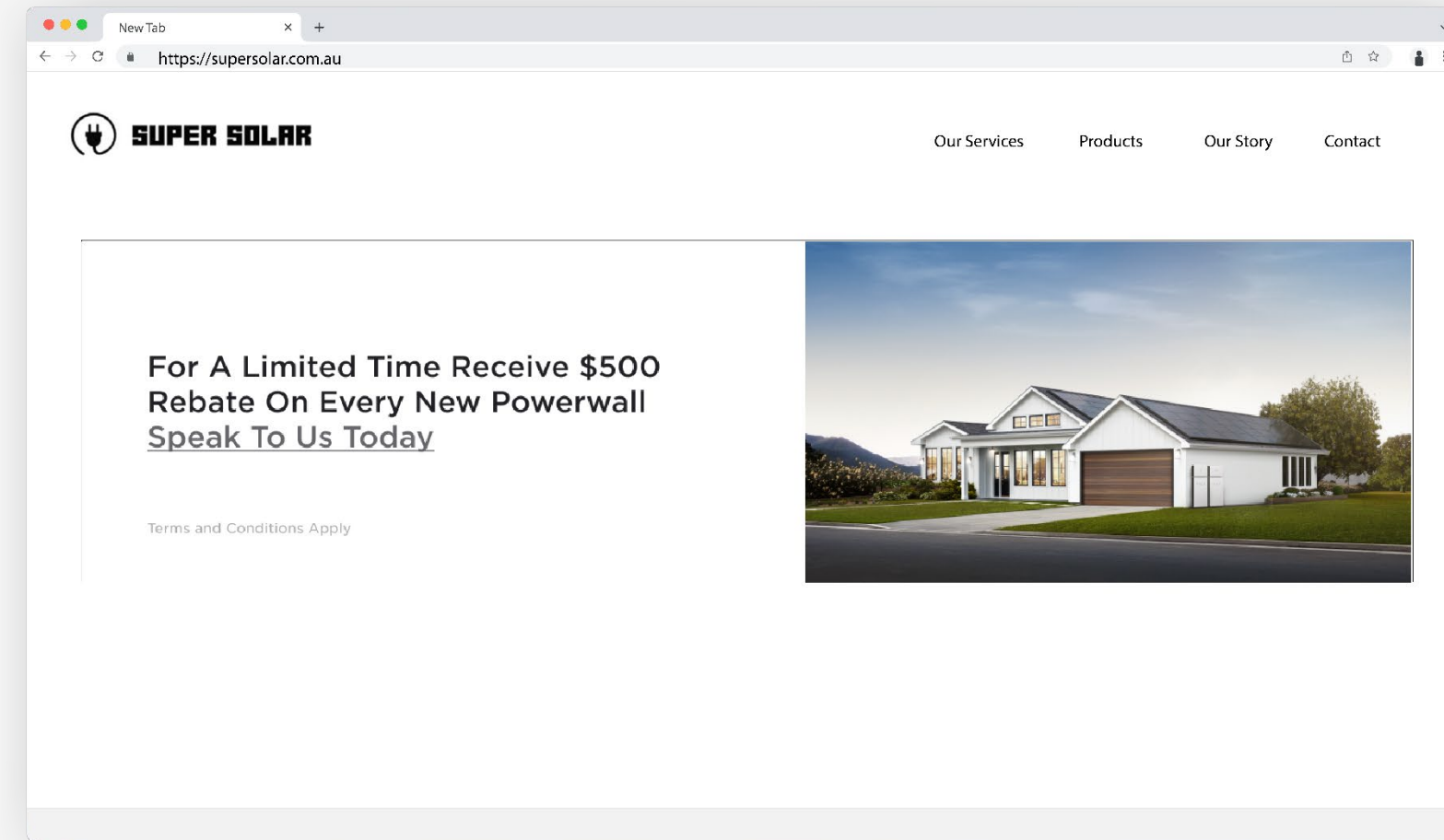
Guidelines

Don't show Tesla branding more prominent than your company's branding.

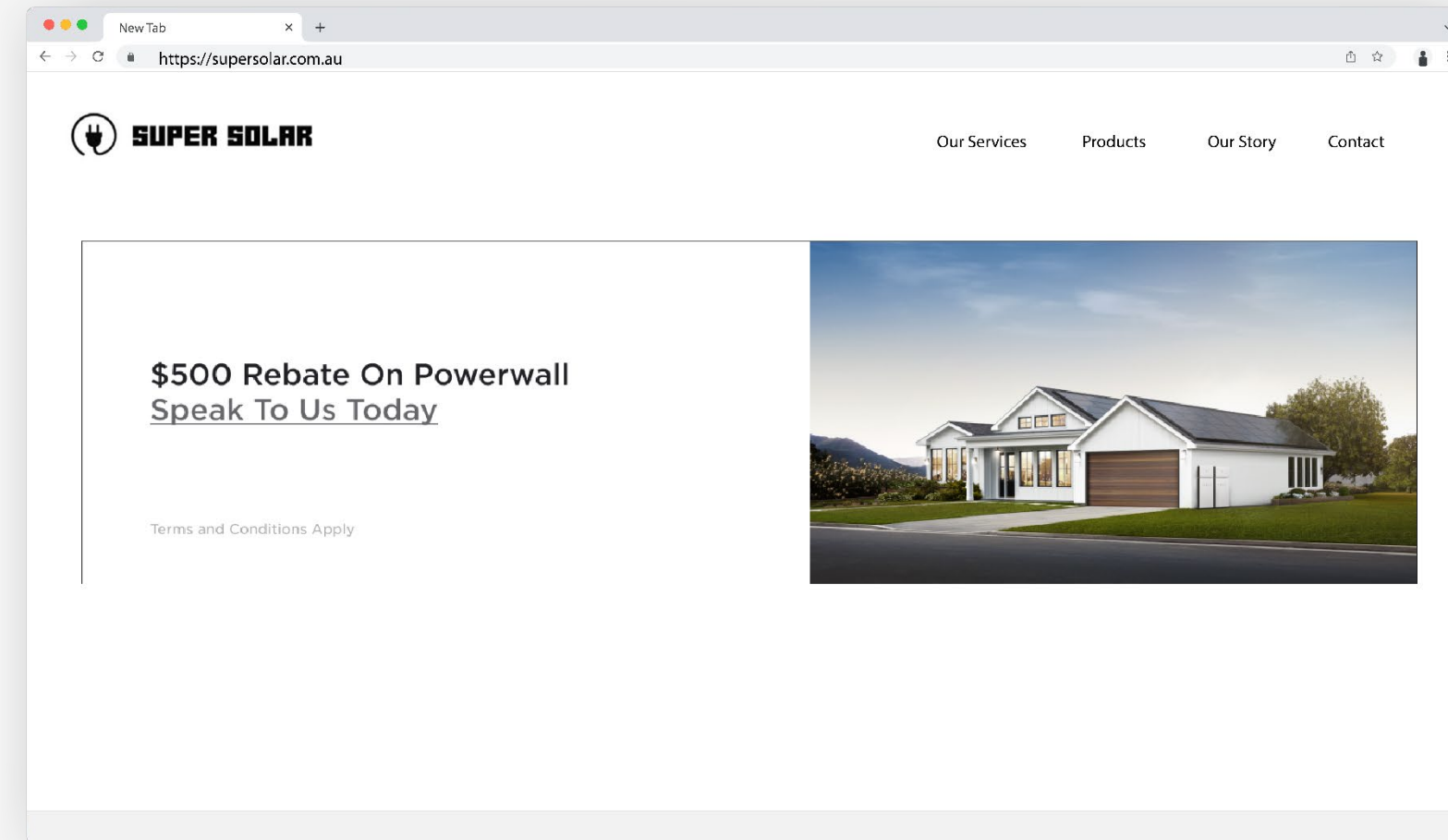
Do not use the Tesla wordmark or the Tesla "T" logos.

Only use the Tesla Powerwall Certified Installer logos.

Option 3



Option 4



Twitter

05

Suggested Copy

[TEXT]

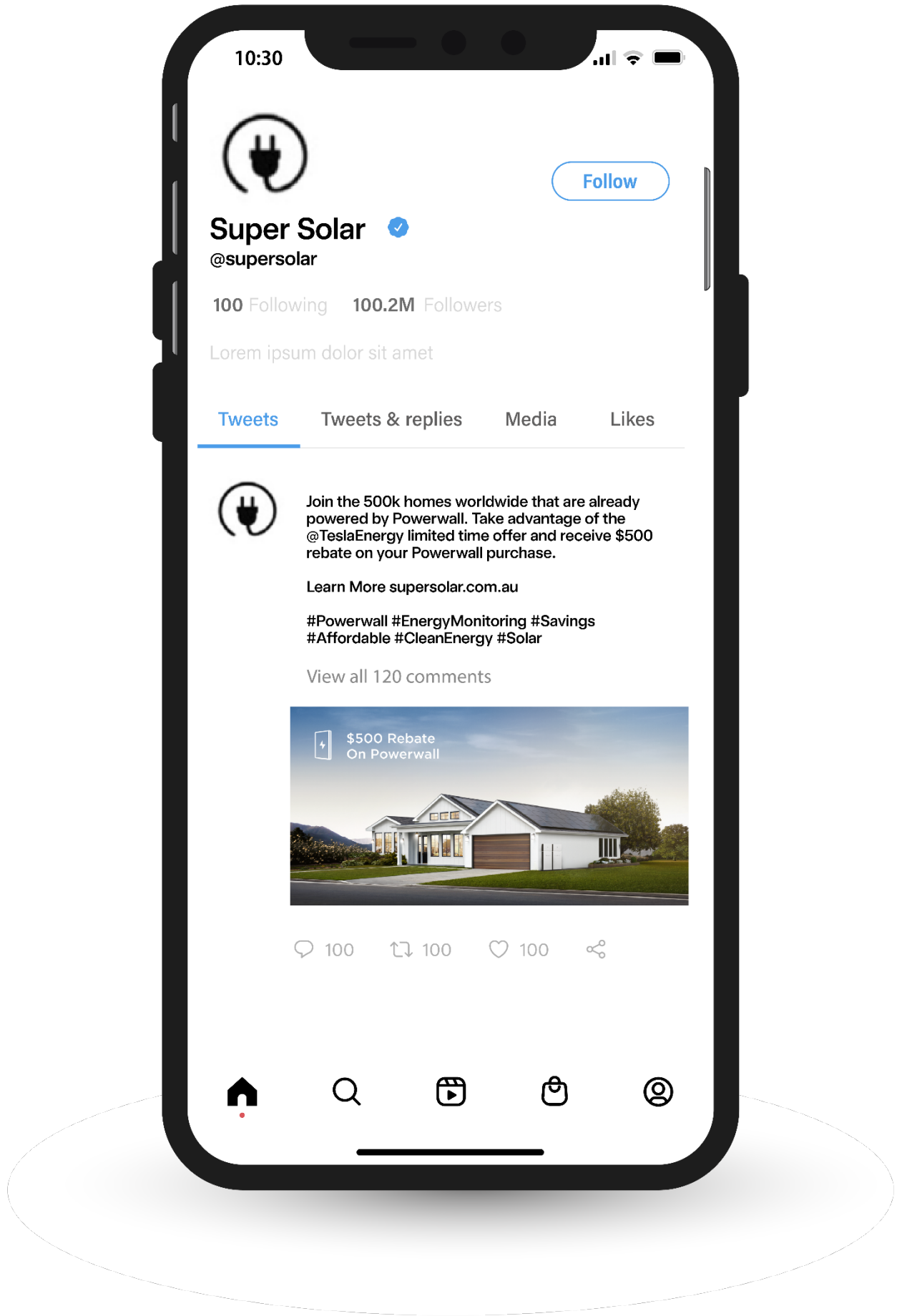
Join the 500k homes worldwide that are already powered by Powerwall. Take advantage of the @TeslaEnergy limited time offer and receive \$500 rebate on your Powerwall purchase.

Learn More [insert Certified Installer website]

#Powerwall #EnergyMonitoring #Savings #Affordable #CleanEnergy #Solar

[IMAGE]

Please use the provided images in Partner Portal or use your own images.



LinkedIn

06

Suggested Copy

[TEXT]

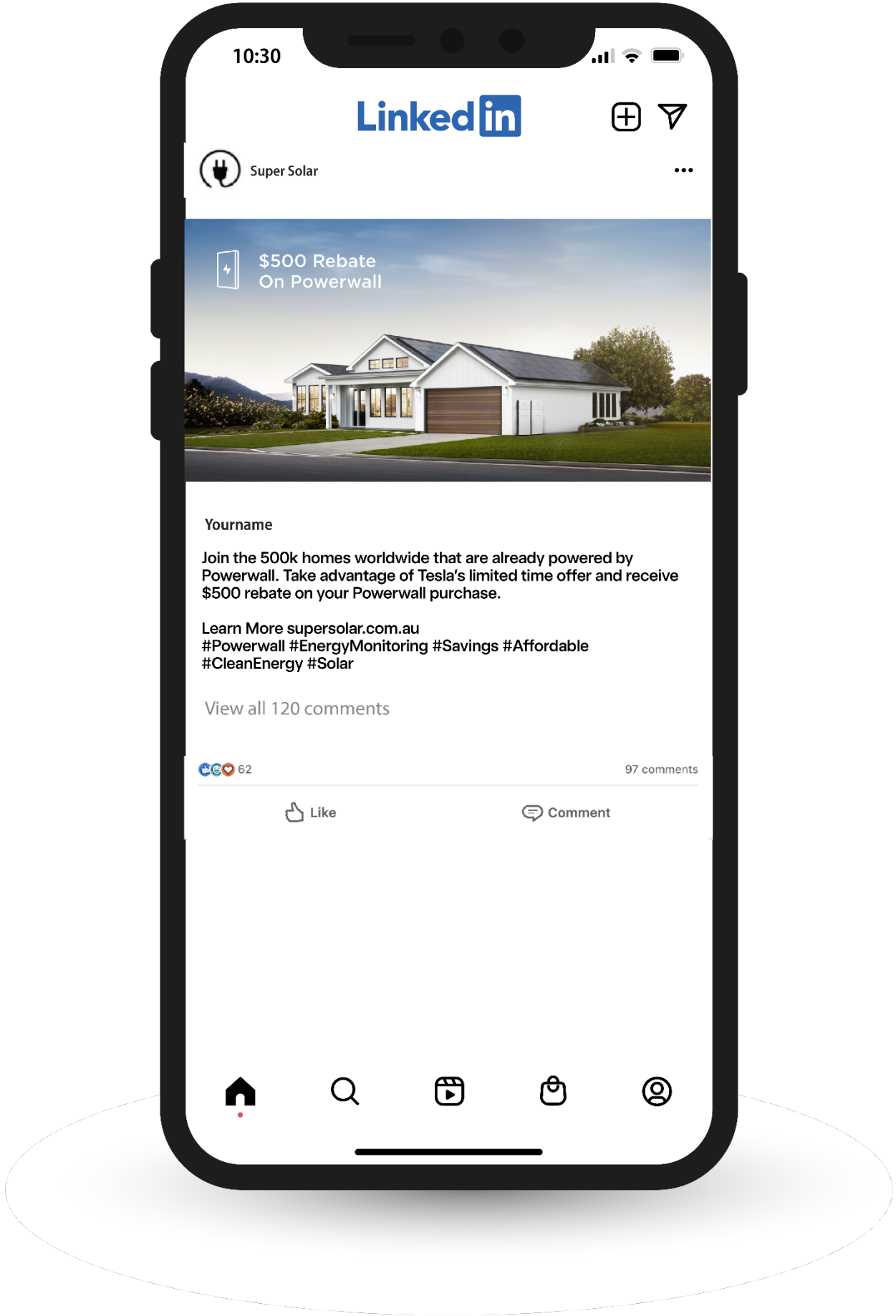
Join the 500k homes worldwide that are already powered by Powerwall. Take advantage of Tesla's limited time offer and receive \$500 rebate on your Powerwall purchase.

Learn More [insert Certified Installer website]

#Powerwall #EnergyMonitoring #Savings #Affordable #CleanEnergy #Solar

[IMAGE]

Please use the provided images in Partner Portal or use your own images.



Instagram

07

Suggested Copy

[TEXT]

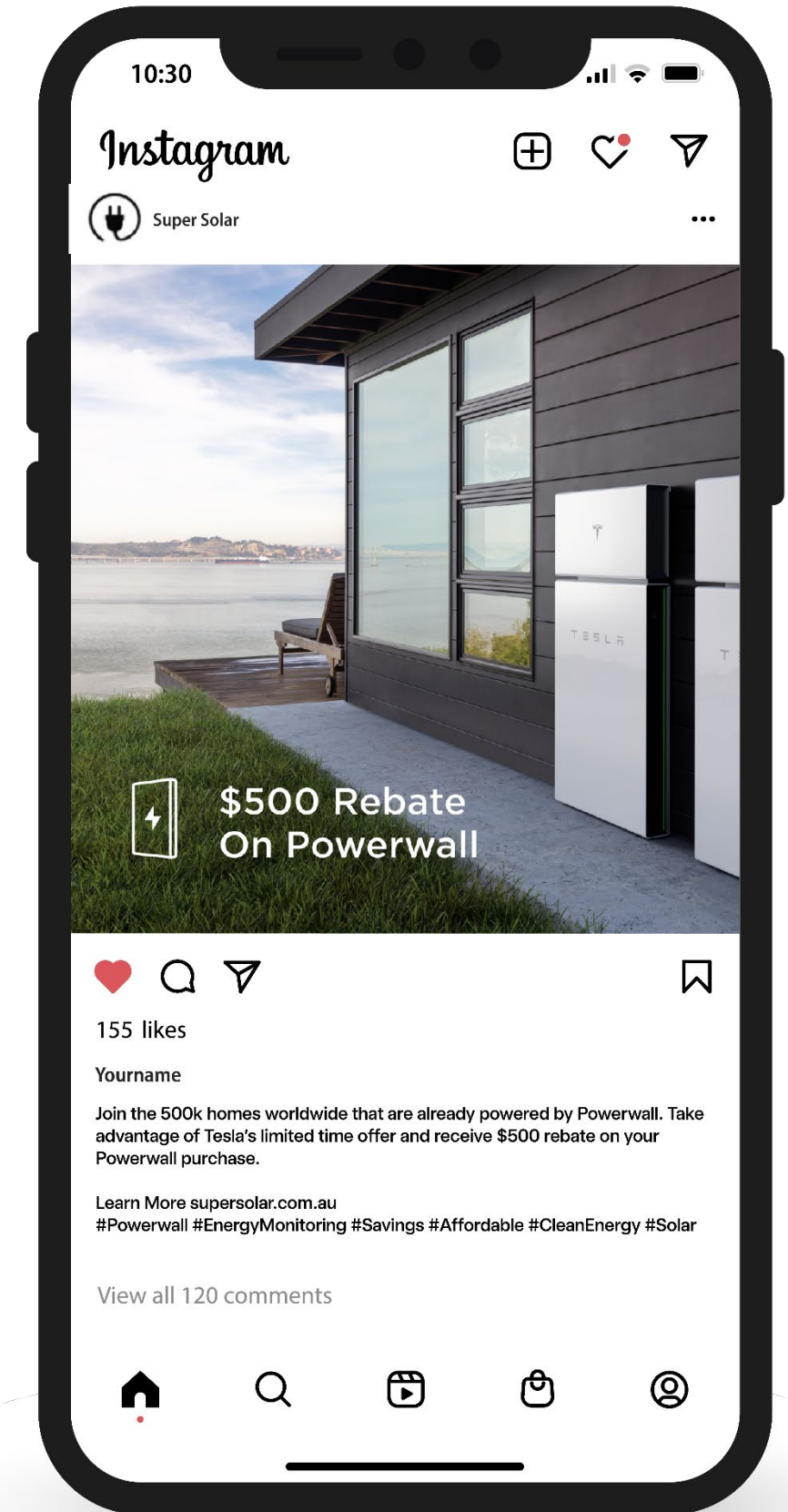
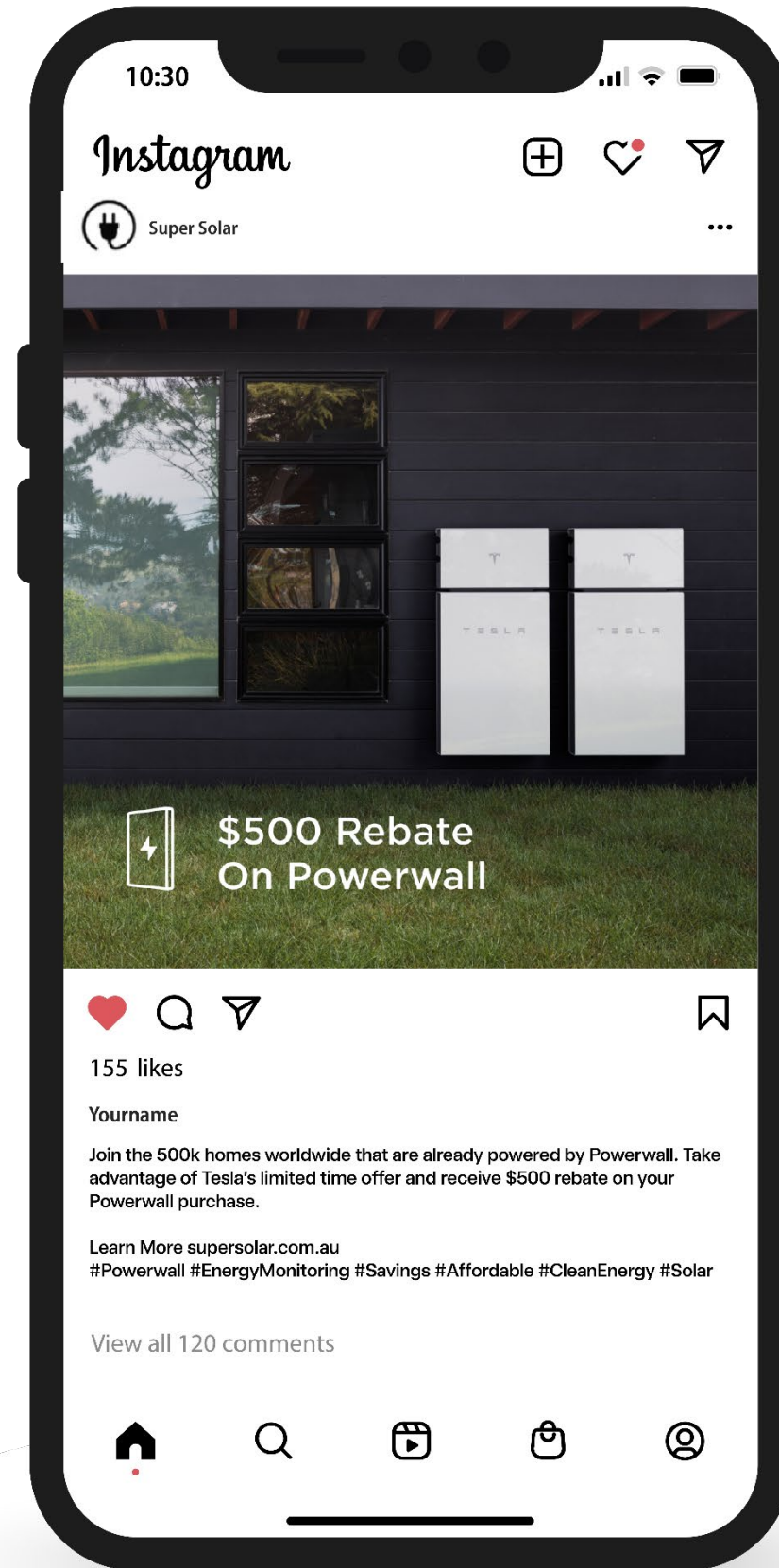
Join the 500k homes worldwide that are already powered by Powerwall. Take advantage of Tesla's limited time offer and receive \$500 rebate on your Powerwall purchase.

Learn More [insert Certified Installer website]

#Powerwall #EnergyMonitoring #Savings #Affordable #CleanEnergy #Solar

[IMAGE]

Please use the provided images in Partner Portal or use your own images.



Facebook

08

Suggested Copy

[TEXT]

Join the 500k homes worldwide that are already powered by Powerwall. Take advantage of Tesla's limited time offer and receive \$500 rebate on your Powerwall purchase.

Learn More [insert Certified Installer website]

#Powerwall #EnergyMonitoring #Savings #Affordable #CleanEnergy #Solar

[IMAGE]

Please use the provided images in Partner Portal or use your own images.

