

# Put the Power of CHP Recycling Energy to Work...



## Take Advantage of Discounted Program Fees

It's easy and affordable to become a CHP Recycling Energy Brand Ambassador. And, based on your other affiliations/memberships, you may be eligible for discounted program fees.

- Members of the EMA, IDEA, and USCHPA (who are founding sponsors of the Recycling Energy Council\*) benefit by receiving discounted rates:

- **Non-profit members** – \$500/year
- **For-profit members** – \$1,000/year

*(Members can access the CHP Recycling Energy logo only at a cost of \$50/year.)*

- Non-members are assessed at the following rates:

- **Non-profit organizations** – \$1,000/year
- **For-profit organizations** – \$3,500/year

---

## Become a Brand Ambassador Today

Just send your completed Brand Ambassador application with check (made payable to the CHP—Recycling Energy Communications Council) or credit card information to:

CHP Brand Ambassador Program  
Recycling Energy Council  
28790 Chagrin Blvd., Ste. 350  
Cleveland, OH 44122

Or, e-mail your completed application and Visa or MasterCard card information to:  
dwilliams@admgt.com

Contact us at [info@recyclingenergy.org](mailto:info@recyclingenergy.org) or call Helen Lukas at 414.270.3518 for more information.

\*The Brand Ambassador program is sponsored by the Recycling Energy Council. The Council brings together private industry and public sector leaders for the purpose of creating and communicating a powerful CHP brand story—one that stimulates increased interest in and use of CHP today and in the future.



# By Becoming a Brand Ambassador Today.

As a Brand Ambassador, you become part of a unique industry collaborative focused on stimulating interest in CHP Recycling Energy. You have access to brand-based marketing tools that complement your own marketing efforts and create a bigger market for CHP in the process. These tools help you tell a compelling story to policy makers, executives, trustees, community leaders, investors and others who play a key role in the CHP decision. Add more power to your sales, marketing and outreach efforts. Become a Brand Ambassador today!



## Benefits of Ambassadorship

### Brand Toolbox: Complements Your Marketing Materials

Materials that help you launch the conversation in a way that is relevant to your audience—thus paving the way for the more detailed information to follow. Toolbox includes:

- **CHP overview brochure** – *Walks your prospects through the benefits of CHP in a way that non-technical audiences can immediately understand and value.*
- **A series of three advertisements/posters** – *By highlighting the role CHP plays in addressing our country's top energy issues, you elevate the value of your products and services.*
- **A series of direct mail pieces (flat and dimensional)** – *Communicates the value of CHP in a format that immediately attracts interest and stimulates action.*
- **A series of vertical market pieces** – *Makes it easier for you to directly address industry-specific issues and concerns.*

### Public Relations: Builds Increased Awareness and Identity

Brand Ambassador program fees help to sustain an aggressive public relations effort that creates a CHP Recycling Energy “buzz” in the marketplace. At the same time, it creates opportunities for Brand Ambassadors to position themselves as energy leaders with the media.

### Online Merchandising Store: Extends Our Reach and Yours

Now, you can show your support for CHP by purchasing branded apparel and other merchandise for tradeshows, clients and personal use. Items can be co-branded to increase their power and effectiveness.

### Web Site: An Increased Electronic Presence

You can utilize the [www.recyclingenergy.org](http://www.recyclingenergy.org) site to build your identity and ours. Viewers of the site can link directly to the Web sites of our Brand Ambassadors, positioning you as an energy industry leader. And, you can submit your CHP brand success stories for possible inclusion on the site (or for use in future media pitches).