NARI CotY®

2019 REGIONAL WINNER

PROMOTION KIT

CotY™ Logo

CotY™ Brand Style Guide

Social Media Posts

Press Release Template

E-signature

Congratulations CotY™ Winner!

Dear 2019 CotY™ Regional Winner,

Congratulations on your extraordinary accomplishment. Now that you did the heavy lifting the next step is to share the news of your company/team success. Promoting your award is a great way to:

- Differentiate yourself from your competition
- Earn free media coverage
- Build credibility
- Impress clients
- Say thank you to your team

NARI would like to support you by providing customizable marketing tools so that you can begin sharing your win through print and digital efforts. Start by downloading your CotY™ Winner Logo and begin using it on all marketing communications.

Sincerely,

The NARI Awards Team

CotY Brand Style Guide

The NARI CotY™ Brand Style Guide creates a set of rules to keep a strong consistent organizational brand in all uses. It is important to use these rules in all marketing and advertising. Consistency is critical to building consumer awareness about the CotY™ award.

The CotY™ brand is not just a logo. The brand is in every action. We are all brand ambassadors. Please download, review the brand style guide and follow all instructions presented in the document.

Download

CotY™ Brand Style Guide PDF

Social Media Posts

If you don't toot your own horn, no one will hear the music. Garner increased media attention and exposure online by posting on Facebook and tweeting the message of your awesome CotY™ award on social media. The following posts can be customized and localized. Be sure to tag NARI HQ on Facebook, Instagram and Twitter to amplify your viewership along with others that supported the project.

Download

Social Media Posts
Word Document

Facebook:
#CotY2019

Copy: We Won!
Image: CotY™ Logo

Copy: We are so proud of our accomplishment this year to be among an elite group of remodeling contractors to win the 2019 [Local, Regional or National] Contractor of the Year [Category]!
Image: CotY™ Logo

Copy: 2019 [Local, Regional or National] Contractor of the Year Award [Category] Winner. Check out our CotY™ award winning Remodeling Project!
Images: Winning project photos

Copy: Excited to share our 2019 [Local, Regional or National] Contractor of the Year [Category] Award Project Photos.
Images: Winning project photos

Twitter:
#CotY2019

Copy: 2019 [Local, Regional or National] Contractor of the Year [Category] Winner.

Copy: Recognized for Remodeling Done Right™ 2019 [Local, Regional or National] Contractor of the Year [Category] Winner.

Copy: Thrilled to be recognized as a NARI 2019 [Local, Regional or National] Contractor of the Year [Category] Winner.

Copy: Thank you to our team for their support on our 2019 [Local, Regional or National] Contractor of the Year [Category] Award.

Copy: We did it again! 2019 [Local, Regional or National] Contractor of the Year [Category] Award.

Press Release Template

NARI National will be sending out Press Releases on behalf of the 2019 winners. Use these templates to create a local and personalized press release for added exposure in your local market. Reach out to local media about your recent recognition and add in highlights of your project along with a quote from your leadership team. Don't forget to place the article on your website for increased brand awareness. The customizable press release is a great jumping off point to get your company recognized.

Download

Press Release Word Document

E-signature

Include an email signature to announce internally and externally of your outstanding Award. Examples are for placement only, please use your standard company signature and add the CotY™ logo and text to the bottom.

Download

E-signature Word Document

Firstname Lastname
Company Name
XXX-XXX-XXXX
Firstname.lastname@company.com

NARI CotY
AWARDS

2019 [Local, Regional or National] Contractor of the Year [Category] Winner.
See our work at [www.companywebsite.com]