



PROMOTION KIT

CotY™ Logo

CotY™ Brand Style Guide

Social Media Posts

Press Release Template

E-signature

Congratulations CotY™ Winner!

Download

CotY™ Winner Logos

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.

Download

CotY™ Brand Style Guide PDF

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.



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



FOR IMMEDIATE RELEASE

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[COMPANY] NAMED NARI 2019 REGIONAL CoTY™ WINNER
*The National Association of the Remodeling Industry (NARI)
Names 154 Regional CoTY™ (Contractor of the Year) Winners*

[City, State, Month, Date, 2019]—The National Association of the Remodeling Industry (NARI) named [COMPANY] in [CITY, STATE], 2019 [Region Name] Regional CoTY winner in the [CATEGORY NAME] category of its annual awards competition.

Each year, NARI presents CoTY awards to members who have demonstrated outstanding work through their remodeling projects. This is the highest form of recognition by industry leaders and peers. The entries of this year's competition totaled more than \$97 million worth of remodeling projects.

[INSERT PARAGRAPH HERE WITH MORE COMPANY INFORMATION/QUOTE].

Contractors from seven regions around the country vie for CoTY Awards each year. Judging is based on problem solving, functionality, aesthetics, craftsmanship, innovation, and degree of difficulty by an impartial panel of industry experts. NARI named 154 Regional CoTY Winners from the 2019 competition plus 24 team members. Regional CoTY Winners will now advance as finalists at the National level.

NARI's Evening of Excellence™ reception will be held on Friday, April 12 at the Wyndham San Diego Bayside, San Diego, CA. During this event, NARI will honor all regional winners and announce who will take home the National awards. Visit <https://www.nari.org/etm19/> to register for the in-person event or for more information.

[INSERT PARAGRAPH ABOUT PROJECT]

NARI is a professional association whose members adhere to a strict code of ethics. To be considered for a CoTY Award, a company must be a NARI member in good standing.

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NARI.org

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



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