



## **Celebrate Your Participation in EPA's 2012 National Building Competition!**

You have joined an inspiring group of organizations who will battle it out in the 2012 ENERGY STAR National Building Competition to see who can reduce their energy waste the most. Celebrate your involvement and commitment to saving energy with your colleagues, employees, customers, and community! Here are some ideas to get you started:

- Hold an organization-wide pep rally to kick-off your participation in the 2012 ENERGY STAR National Building Competition. Take photos for the company newsletter and send a photo with caption to the local newspaper. Even better - invite your local media, town council, and local officials to join in the celebration!
- Host an Open House to celebrate your participation in the 2012 ENERGY STAR National Building Competition. Invite local government officials, regional EPA officials, and members of the press to tour your facility along with your top company or organization officials. Great visuals for a tour include the boiler / maintenance room, lighting, energy management systems (EMS) and dashboards, an energy-efficient employee workstation, and any signage with tips to save energy. Unfurl a banner that identifies you as a competitor in the 2012 ENERGY STAR National Building Competition as a way to kick-off the event.
- Distribute certificates of appreciation to individuals who are actively helping your organization participate in the 2012 ENERGY STAR National Building Competition.
- Reserve a special parking space for your energy manager or green team captain for a month in recognition of his/her support of your involvement in the 2012 ENERGY STAR National Building Competition.
- Make plans to announce that your organization is participating in the 2012 ENERGY STAR National Building Competition at a scheduled meeting where press typically will be in attendance. (For example, if you are a K-12 school competitor an announcement could take place at a District School Board meeting).

### **More Ideas for Hosting an Event**

One of the best ways to share your participation in the 2012 ENERGY STAR National Building Competition is to host a celebration event with your employees and community. Different event ideas include an open house or pep rally, a special employee luncheon or ice cream social, an energy fair, or any other type of event that brings people together to learn about energy efficiency and your participation in the 2012 ENERGY STAR National Building Competition. Use the steps below to create your event or modify the outline to suit your organization's needs.

- Select a date and time for the event that is convenient for employees, the media, and other guests you may wish to invite.
- Contact your local elected officials to schedule their attendance. It's especially important to include those who have helped support your organization's efforts as a contestant in the

2012 ENERGY STAR National Building Competition, and recognizable public figures will help bring media attention to the event.

- Develop an agenda with a timeframe of 15-30 minutes for speakers. You may have one or more speakers. For example:
  - 10:45 a.m. – Invited guests, speakers, attendees arrive
  - 11:00 a.m. – Welcome, opening remarks by organization representative or event coordinator
  - 11:05 a.m. – First speaker – Local elected official/leader
  - 11:10 a.m. – Second speaker – Employee/green team representative
  - 11:15 a.m. – Third speaker – EPA representative or other official
  - 11:20 a.m. – Unfurling of 2012 National Building Competition banner or other symbolic “kick-off” activity
  - 11:25 a.m. – Remarks by organization leader or energy manager
  - 11:30 a.m. – Facility tour, with a focus on visuals and energy efficiency improvement areas
  - 12:00 p.m. – Event concludes

You may wish to assign one person to coordinate the event and speakers, designate a communications contact to work with members of the media before and during the event, and schedule a photographer or videographer to record the event. A small reception may be nice. Share your photos, articles, and materials with EPA’s ENERGY STAR program and your event may be posted on [www.energystar.gov](http://www.energystar.gov) as an example for other organizations.

You can customize ENERGY STAR sample communications materials or develop your own to support the event. Possible materials include:

- A press release or a press kit including the press release, information about your facility and organization, and facts about the 2012 ENERGY STAR National Building Competition.
- Posters and/or banners to draw attention to the podium or stage.
- A profile of your facility—how you plan to make your facility a top energy performer. Make sure to provide copies to attendees and to the media.

The day after the event, deliver event photos with written captions to editors at local newspapers and business publications that were not represented at your event.

For additional guidance on how to coordinate your 2012 ENERGY STAR National Building Competition event or media outreach, contact [buildings@energystar.gov](mailto:buildings@energystar.gov)