

[Your Organization] Presents



YOUR COMPETITION  
NAME HERE

AN ENERGY STAR  
BATTLE OF THE BUILDINGS COMPETITION



## Promote Your ENERGY STAR® Battle of the Buildings Competition!

Congratulations, you've become part of an inspiring group of committed individuals supporting energy efficiency through an ENERGY STAR Battle of the Buildings competition. Celebrate, advertise, and recognize your commitment using some of these promotion ideas.

- **Hold a Pep Rally, Invite Press:** Kick off your competition with a Battle of the Buildings pep rally. Capture the events in prose and photos and send the news to local papers, bloggers, and other media outlets. Even better – invite your local media, town council, and local officials to join in the celebration!
- **Host an Open House:** Invite local government officials, regional EPA officials, and members of the press to tour participating buildings along with your top organization officials. Great visuals for a tour include the boiler/maintenance room, energy management systems (EMS) and dashboards, an energy-efficient employee workstation, and any signage with tips to save energy. Kick off the event by unfurling an ENERGY STAR Battle of the Buildings banner!

### Talk it Up Using Social Media!

However you choose to get the word out, be sure to capture the moment and share it with the public!

Use Twitter, Facebook, and Instagram to tell your followers how you're cutting waste. Include energy saving tips, fun photos, and links to relevant resources in your social media stream. Include **#EnergyStarBldgs** in your posts so we can follow along!

- **Use EPA Resources to Get the Message Out:** Create posters and banners using the creative resources provided by EPA at [www.energystar.gov/battleofthebuildings](http://www.energystar.gov/battleofthebuildings). This website also provides a template press release as well as talking points you can use to craft messaging for newsletters and articles. Communicate with your partners, participants and stakeholders using these resources, and generally educate your employees, customers, and/or community about the competition.

- **Host a Special Event:** One of the best ways to share your participation in an ENERGY STAR Battle of the Buildings competition is to host a celebration event with your participants, employees, and community. Different event ideas include an open house or pep rally, a special 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 competition. Follow the steps below to create your event, or modify the outline to suit your needs.



*Pictured: Staff members from Claiborne Elementary School, winner of EPA's 2013 ENERGY STAR Battle of the Buildings.*

- Consider designating specific people to handle the logistics of the event. For example, identify an event coordinator to coordinate the event and speakers, assign a communications contact to work with members of the press before and during the event, and schedule a photographer or videographer to record the event.
- 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 host for your ENERGY STAR Battle of the Buildings, and recognizable public figures will help attract media attention to the event.
- Develop a simple agenda that includes a 15-30-minute timeframe for one or more speakers.

<b>Sample Event Agenda</b>	
11:00 AM	Opening remarks by organization representative or event coordinator
11:05 AM	First speaker – Local elected official/leader
11:10 AM	Second speaker – Employee/green team representative
11:15 AM	Third speaker – EPA representative or other official
11:20 AM	“Kick-off” activity (for example, unfurling of Battle of the Buildings Host banner)
11:25 AM	Remarks by organization leader or energy manager
11:30 AM	Facility tour, with a focus on visuals and energy efficiency improvement areas
12:00 PM	Event concludes

- 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 your organization's Battle of the Buildings.
  - Posters and/or banners to draw attention to the podium or stage.
  - A profile of your facility and description of 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.