



Real People. Really Helping.



TRUE HEROES PROGRAM



BRYANT DEALERS RECOGNIZE A HERO WHEN THEY SEE ONE.

Bryant dealers are committed to the community. Whether it's coming to the rescue with a new air conditioner on a 100° day or a new furnace in the middle of winter, they know the impact of doing Whatever It Takes®. And now, the True Heroes program gives Bryant dealers the opportunity to thank and recognize people who go out of their way to help others in their community.



WHAT IS THE TRUE HEROES PROGRAM?

Available only to Bryant dealers, the True Heroes program is an engaging way for them to honor those who go above and beyond in the community. The program enables Bryant dealers to have a positive impact in their local communities by honoring real, local heroes with personalized awards, ceremonies and charitable donations. It also allows dealers to present their company in a positive light with current and potential customers.

Bryant has made participation easy with a turnkey approach which includes a full packet of instructions, tips for selecting your True Hero, guidance for hosting an awards ceremony and sample media materials that you can use to generate local press coverage. Dealers can even use co-op funds toward the awards ceremony and the charitable donation from the dealership.

Participation is easy and is outlined in a step-by-step instruction manual developed for dealers. The program boils down to three simple steps:



- 1 – Identify your local True Hero
- 2 – Plan and host your award ceremony/event
- 3 – Generate media attention for the award winner AND your company

WHO CAN BE A TRUE HERO?

A Bryant True Hero is someone who goes above and beyond to make a difference in the lives of others. There are many people whose occupations allow them to impact others on a daily basis, such as teachers, doctors and police officers. However, a Bryant True Hero is someone who takes it a step further. Those who volunteer or go above and beyond the call of duty are great places to start.

You'll be amazed at the interesting and inspirational stories you'll uncover as you search for your True Hero. Think of ways your selection and charitable donation can surprise and delight the community to add greater personality to the story.

To be eligible, your hero must:

- Be 18 years or older
- Be a resident of the county/region you serve
- Have done something beyond what is normally expected
- Have had a measurable or significant impact on the community (rather than on just one person)
- Be approved to receive the award through the local dealer, TM/distributor and the Bryant Marketing Department

[Please note – dealer must receive approval from the Bryant Marketing Department prior to giving any gifts, award or service to the nominee (True Hero)]



TRULY WORTH IT.

Bryant dealers have found True Heroes to be a great way to raise their profile and set them apart from the pack, generating positive media coverage and awareness within their communities.

Many of the participating dealers have told us they like the program, find it valuable and plan to be a part of it each year.



"On the distribution side, we want to get more dealers involved. You can see the impact on the community and on the dealer. It's a great program."

- Mike Sullivan / Sales Manager,
Peirce-Phelps, Pennsylvania

"We thought it was very successful. I was very pleased with the response and the media coverage."

- Iain Westlund / Sales Manager,
Slakey Brothers, California

"We got a lot of media coverage. TV, newspaper...I had people calling me and telling me we got media coverage. It was well publicized and well received by everyone."

- Bob Cermignano / HVAC Contractor



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If you're interested in the True Heroes Program, please contact Jeremy Riffle at Jeremy.S.Riffle@Carrier.com.