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Bryant True Heroes Program

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Bryant® True Heroes Program Summary

INTRODUCTION

The Bryant True Heroes program provides Bryant dealers the opportunity to honor real heroes who have made positive impacts on their communities. While Bryant dealers come to the rescue with a new air conditioner on a 100-degree day or a new furnace in the middle of winter, the True Heroes are those who selflessly devote their lives to serving others.

As trusted Bryant dealers, you have developed relationships in your communities through friendships, charities, sponsorships, activities and more. The Bryant True Heroes program helps you leverage what you're already doing and highlights the fact that you (and Bryant) care about the people who keep you in business. It's an opportunity to thank the people who go out of their way to help others and acknowledge them in the community through local news coverage.

In this packet, you will find resources to help you successfully implement a Bryant True Heroes program. Use this guide to help you:

- Identify and nominate a local hero.
- Hold a successful ceremony to honor the hero.
- Obtain local media coverage.
- Make a donation on the hero's behalf.
- Chronicle the event through photos and video.
- Post information and pictures about your hero on [Bryant.com](https://www.bryant.com).
- Order an official "Bryant True Heroes" Award.

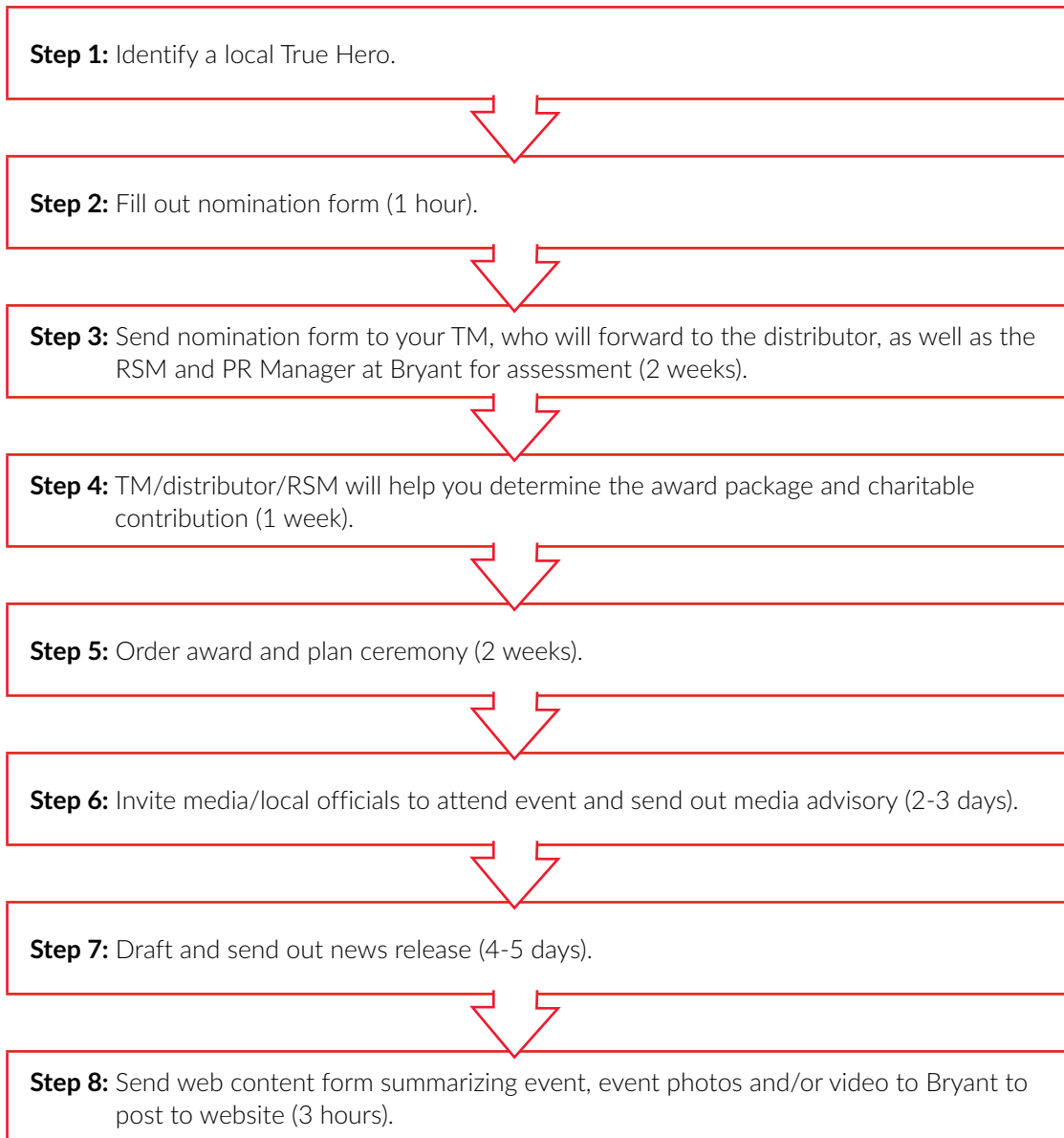
Each Bryant dealer may nominate one person per calendar year as a Bryant True Hero. Bryant dealers, employees and family members of dealers are not eligible. For questions about the program, please contact your territory manager (TM), distributor or regional sales manager (RSM).



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PROGRAM FLOW DIAGRAM

The following diagram outlines the steps and approximate amount of time it will take to complete this program.





Step 1: Identify True Hero.

Step 2: Fill out nomination form.

Step 3: Send nomination form to your TM who then forwards nomination to distributor/RSM.

Distributor sends a copy of the completed nomination form to Bryant:

Jeremy.S.Riffle@carrier.com.

NOMINATION CRITERIA

Who should be nominated as a Bryant “True Hero”? A 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, police officers, etc. However, a Bryant True Hero is someone who takes it a step further. For example, a Bryant True Hero could be a third-grade teacher who is not only great at her job but also spends her weekends mentoring at-risk students in urban neighborhoods. Or a war veteran who helps his neighbor rebuild after a house fire. Just as Bryant contractors do Whatever It Takes® for their customers, True Heroes do whatever it takes for their communities.

To be nominated, your True 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 (i.e., not just one person)
- Be approved to receive the award through the local dealer, TM/distributor/RSM and Bryant [Please note – the dealer must receive approval from the Bryant Marketing Department prior to giving any gifts, award or service to the nominee (True Hero)]
- Be of good character so as not to poorly represent the Bryant brand or your business. It is important to conduct quick and easy background checks to ensure nothing inflammatory or derogatory defames your hero:
 - [Better Business Bureau](#)® – Free
 - [Google](#)® Search – Free
 - [Criminal Background Records](#) – Minimal fees apply

Examples of potential True Hero candidates:

- People who voluntarily teach: Sunday school, Boy Scouts®, Girl Scouts®, 4-H
- People who voluntarily coach: Little League, soccer, football
- Other volunteers: Big Brothers Big Sisters®, Meals on Wheels, homeless shelter people who assist the elderly
- People who help their neighbors
- People who have overcome challenges in their life (e.g., disabilities) and help others in different capacities such as volunteering, teaching, coaching sports
- People who care for homeless animals and donate to animal shelters foster parents
- School teachers



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Step 4: Work with your TM/distributor/RSM to determine the award package and charitable contribution.

CHARITABLE CONTRIBUTION

The Bryant True Heroes program encourages you to make a charitable contribution relevant to the hero's cause on their behalf. The contribution could be in the form of a monetary gift, volunteer hours or HVAC equipment donation. Co-op funds can be utilized for the charitable contribution.*

Examples of charitable contributions might include:

- The True Hero is actively involved with United Way; therefore, the Bryant contractor donates volunteer hours to the United Way.
- The True Hero spends weekends volunteering at the local homeless shelter; therefore, the Bryant contractor enlists his entire staff to spend a day volunteering at the shelter.
- The True Hero assists elderly neighbors; therefore, the Bryant contractor donates a Bryant HVAC system to an elderly neighbor in need.
- The True Hero coaches a sports team; therefore, the Bryant contractor donates money to buy new uniforms or equipment for the team.

* Contact your TM/distributor/RSM for more information on using co-op funds for program and charitable contribution.



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Step 5: Order award and plan ceremony.

Step 6: Notify Bryant of event through your TM/distributor/RSM.

CEREMONY & OFFICIAL AWARD

The Bryant True Hero should be honored at an awards ceremony in your local community. The ceremony may be as large or small as you choose to make it. For example, Don's Heating & Cooling may hold their ceremony at the local high school and invite many prominent members of the community, but Rick's A/C may hold their ceremony at their dealership and invite only friends and family of the honoree.

One official "Bryant True Heroes" award per Bryant dealer per year is provided to approved honorees at no cost. To place your order, contact Shilling Sales using the following link: [trueheroesaward](#).

TIPS FOR A SUCCESSFUL AWARDS CEREMONY

1. Plan your event at least a month or two in advance.
2. Determine a location for your event as soon as you know the date and time. (If social distancing is required, a virtual event may be planned via Zoom, GoToMeeting or other online meeting providers.)
3. Choose someone who has meaning to the event and a good personality to act as emcee.
4. Create a budget for the event (co-op funds **available through your distributor** may be utilized for the True Heroes event as well as the charitable contribution to the community*).
5. Develop a guest list. Invite local officials, prominent people in the community and friends and family of the honoree to attend.
6. Call or send an email a day or two before the event to remind those who have accepted your invitation to attend. This will help ensure best participation at the event.
7. Determine whether staging and lighting are needed and how many chairs will be required (this may only be required if you have a large event planned, including 40 or more people).
8. Send out a media advisory a month before your event. Make sure you invite key members of the media.
9. Provide directional signs to clearly mark the location of the event.
10. Create a timeline for the day of the event.
11. Don't forget to call the media a week or two before your event and remind them of the details. Make sure you highlight the benefits the media will gain by attending your event.
12. Your TM/distributor/RSM may have existing relationships with members of the media that could be utilized.
13. Personally greet members of the media and offer them an interview with the hero if appropriate.
14. Take time to think of possible questions the media may ask. Having an answer prepared will help eliminate any unforeseen embarrassments.
15. Thank everyone who helped with the event, and make sure to thank special attendees for their presence.
16. Enlist someone to take photos and/or video of the event. These materials may be used to highlight your hero on Bryant.com.

* Contact your TM/distributor/RSM for more information on using co-op funds for program and charitable contribution.



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Step 7: Invite media/local officials to attend event and send out media advisory.

Step 8: Draft and send out news release.

MEDIA RELATIONS

Obtaining local media coverage of your event will highlight your hero's accomplishments in the community and increase awareness of your business. Using the sample media advisory located in this packet, draft your own media advisory and email it to your local television stations, newspaper and radio stations. Social media sites, such as Twitter® and Facebook®, may also be utilized to spread the word.

Once the event has taken place, draft a news release using the sample provided in this packet. It may be beneficial to follow up with a phone call a few days after you send the release to answer any questions or provide additional information. Including a photo from the event will improve the likelihood that your article will be published. Your TM/distributor/RSM may have contacts with the local media, and those relationships should be utilized.

Step 9: Send photos/video to Bryant to post on their social media channels.

Chronicle your event through photos and/or video. After your event, complete a web content form and send the materials to your TM/distributor/RSM. Some of the materials may be posted on Bryant social media channels.

SUMMARY

- The Bryant True Heroes program honors people in your community who have gone above and beyond to serve others.
- The resources to implement the program in your area can be found in this packet. The program may be tailored to fit your needs.
- It will generally take 1-2 months from start to finish, although the time commitment will depend on the size and scale of your program.

CHECKLIST

Approval Process

Read through the entire True Heroes packet and watch the True Heroes "How To" video on HVACpartners.com.

Identify a local hero and use the Nomination Form included in this packet and located on HVACpartners.com to nominate him/her.

Perform background search on local hero.

Complete the Nomination Form in this packet (it is also located on HVACpartners.com) and send to your TM/distributor/RSM for assessment and approval.



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Once Your Nomination Form Is Approved

Send the completed/signed form to Bryant at Jeremy.S.Riffle@carrier.com.

Notify your hero and his/her family and friends of award.

Plan a ceremony to honor the hero, including a proper date, time and location (If social distancing is required at the time, please follow recommendations by the CDC and local health officials or virtually host the event.)

Allow at least one month to schedule your event.

Contact building owner or manager of ceremony location to get approval to use the location for a media event.

Order one official “Bryant True Heroes” Award from [trueheroesaward](http://trueheroesaward.com).

Coordinate a charitable donation on the hero’s behalf.

Notify your employees of hero ceremony plans and enlist their help.

3 Weeks Before the Event

Write media advisory and news release using the templates on HVACpartners.com

Call or email your TM/distributor/RSM with any questions.

2 Weeks Before the Event

Email the media advisory to notify media outlets of your event; invite reporters, writers and photographers to your ceremony.

Invite any local dignitaries or business owners to your event. Please remember to invite your Bryant distributor principal, sales manager and territory manager.

1 Week Before the Event

Check in with your hero and his/her family and friends to get an accurate account of attendees.

Order any refreshments you wish to have for your ceremony.

Email media advisory to news outlets to remind them of your event, including the date and time.

Remind your employees of your ceremony’s date, location and time.

Ask your employees to take pictures and videos of your event.

On the day of your event, BEFORE the ceremony

Check in with news reporters, writers and photographers to ask who will be attending that day’s ceremony, and remind them why they should.

Make sure your employees have cameras in hand to chronicle the event for you.

Plan to be at your event location about an hour early to set up the area and greet any guests who arrive.

On the day of your event, AFTER the ceremony

When your event is over, send a news release to local media who did not attend for further recognition of your True Hero.

Provide information about and pictures of your hero to Bryant at Jeremy.S.Riffle@carrier.com to post on Bryant’s social media channels.

Call or email your TM/distributor/RSM with any questions.



Bryant True Heroes Frequently Asked Questions (FAQ)

As Bryant dealers, you have developed relationships in your communities through friendships, charities, sponsorships, activities and more. The Bryant True Heroes program helps you leverage what you're already doing and highlights the fact that you (and Bryant) care about the people who keep you in business. It's an opportunity to thank the people who go out of their way to help others and acknowledge them in the community through local news coverage.

In this FAQ document, you will find a list of frequently asked questions and responses to help you successfully implement a Bryant True Heroes program. If you have additional questions about the program, please contact your territory manager (TM), distributor or regional sales manager (RSM).

1. **How do I narrow down my selection to just one hero?**

Choosing just one person in your community might seem like a big task, but get some thoughts from your TM/ distributor/RSM to help you sort out your possible heroes and decide which one to nominate. Also, ask around your office for input. Getting your employees involved will build excitement for the award and give you some insight on how they feel about each possible nominee. If you identify two outstanding candidates but are unable to decide between the two, it may be possible to nominate both in a given year. Consult your TM, distributor or RSM.

2. **The program packet says I should do a background check of my True Hero nominee. What should I look for in that check, and where's the best place to look?**

Your background check doesn't have to be a time-consuming search. An online search of the hero's name and organization is a good start. Red flags to look for include a poor Better Business Bureau rating, any negative news reports that involve your nominee's name or organization, or any sort of recent legal problems that are published and/or discussed on the internet.

3. **I saw that I could order one award per year online. How should it be inscribed for my hero?**

Typically, one award per year per Bryant dealer is available for approved honorees from the Bryant Logo Store online at [trueheroesaward](#). However, on occasion, you may be allowed to order two if you have identified two exceptional candidates. If you have trouble finding the award online or need help ordering it, contact your TM, distributor or RSM. Each award should be inscribed with the True Hero's name and year of recognition.

4. **I read that Bryant pays for the award. How do I make sure the billing for that goes smoothly?**

Bryant covers the cost of one award per Bryant dealer per year for approved honorees. Order your award at [trueheroesaward](#).

5. **I've never written a news release before. I saw the template, but how do I make sure I'm getting it written so that media outlets will want to cover the awards event?**

Media outlets need concise information and facts about your event. Stick to the facts – when is the event, where is it and why is it a big deal? Your news release will capture more attention from reporters and writers if they understand that your event is a unique, local news event.

If you need some help with your media materials, write a draft and get some input from your TM, distributor or RSM. They'll be happy to help.



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6. **How do I send out my news release to make sure newspapers, radio stations and TV newsrooms see it?**
Email your news release to local media outlets one week before your award ceremony. The websites for your local news outlets often have information on where to send news releases, so that's a good place to look for contact information. Also, feel free to call those news outlets the day before your event to remind them that it's happening and encourage them to attend. Don't forget to send the release to your hero's friends and family, too. They can forward it along and help you get the word out, too. Make sure you have some printed copies of the news release on the day of the event, too, in case someone asks for one.
7. **I don't do a lot of public speaking. How do I make sure my award ceremony goes well?**
Don't think of it as public speaking. Think of it as an opportunity to tell friends, family and business leaders about a special person who deserves recognition in your community. Prepare some short remarks ahead of time to spell out why your hero is getting the award, what the award means and what your donation to your hero will be. Don't be nervous. This should be fun! Enjoy giving back to your community!
8. **What is the best time of day to have my event?**
The best time of day to have a media event is mid-morning (typically around 10 a.m.); Tuesday through Thursday are typically the best days of the week for a media event. This gives reporters and writers the best opportunity to attend, ask questions and compile the story that day. Work with your hero and other attendees to identify a day that works best for everyone.
9. **How can I ensure that the proper people (friends and family of the recipient, for example) get invited?**
Once you've notified your hero of the award and event, ask to contact their friends and family. Ask them to attend and give them a quick explanation of what the award means and why their loved one is being named a True Hero. Try to contact everyone about two weeks in advance of the event so they can make time on their schedules. They will want to spread the word, too. Let your hero know that friends and family are welcome to the event. Also, make sure to post an announcement about the ceremony on your social media channels.
10. **How can I get a local dignitary to come?**
Contact your local chamber of commerce and the mayor's office in your city a few weeks before your event. If you are involved in community groups, such as Rotary Club®, reach out to them as well. Let them know what you are planning and why the True Hero award is an honor. Ask representatives from each group or organization to attend the event and say a few words about the contributions your True Hero makes to the community.
11. **Should I plan to serve refreshments?**
Yes. While it's not mandatory, offering some drinks and light snacks is a great idea. Everyone who attends the event will appreciate the thought and effort. However, alcoholic beverages are not acceptable at this event.
12. **How should I notify the True Hero that they have won?**
Call your hero as soon as you know the nomination has been accepted, and you can start planning your event. Make sure you explain there will be a media event and a press release about the award and what makes the person a True Hero. This is also a good time to discuss a date for your media event with the winner, so you can begin planning. Expect the winner to be surprised and thrilled to be named a True Hero!



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Nomination Form

Tell Us About Yourself

Name: _____ Company: _____

Address: _____

Email: _____ Phone: _____

Bryant Distributor: _____

Tell Us About Your 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, police officers, etc. However, a Bryant True Hero is someone who takes it a step further. To be nominated, 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 (i.e., not just one person)
- Be approved to receive the award through the local dealer and TM/distributor/RSM
- Be of good character so as not to poorly represent the Bryant brand or your business. It is important to conduct quick and easy background checks to ensure nothing inflammatory or derogatory defames your hero:
 - **Better Business Bureau**[®] – Free
 - **Google**[®] **Search** – Free
 - **Criminal Background Records** – Minimal fees apply

Name: _____ Occupation: _____

Address: _____

Email: _____ Phone: _____

Trademarks are the property of their respective owners.





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Why does he/she deserve to be honored as a Bryant True Hero?

How have your nominee's efforts made a difference in the community?

Is there anything else that makes your nominee unique or exceptional?

Charitable Contributions

The Bryant True Heroes program encourages you to make a charitable contribution relevant to the hero's cause on their behalf. The contribution could be in the form of a monetary gift, volunteer hours or product donation. Co-op funds can be utilized for the charitable contribution.*

* Contact your TM/distributor/RSM for more information on using co-op funds for program and charitable contribution.





Examples of charitable contributions might include:

- The True Hero is actively involved with United Way; therefore the Bryant contractor's staff provides volunteer hours to United Way.
- The True Hero spends weekends volunteering at the local homeless shelter; therefore, the Bryant contractor enlists his entire staff to spend a day volunteering at the shelter.
- The True Hero assists elderly neighbors; therefore, the Bryant contractor donates a Bryant HVAC system to an elderly neighbor in need.
- The True Hero coaches a sports team; therefore, the Bryant contractor donates money to buy new uniforms or equipment for the team.

What will your contribution be (include the approximate value of the contribution)?

Ceremony

The Bryant True Hero should be honored at an awards ceremony in your local community. The ceremony may be as large or small as you choose to make it. For example, Don's Heating & Cooling may hold their ceremony at the local high school and invite many prominent members of the community, but Rick's A/C may hold their ceremony at their dealership and invite only friends and family of the honoree.

How do you plan to present your nominee with the official Bryant True Heroes award?

Each Bryant dealer may nominate one person per calendar year as a Bryant True Hero. In certain circumstances, they may nominate two. Bryant dealers, employees and family members of dealers are not eligible. For questions about the program, please contact your territory manager (TM) distributor or regional sales manager (RSM).



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Bryant True Heroes Sample Media Materials



MEDIA ADVISORY

Contact:

John Doe, ACME Heating & Cooling
(555) 555-5555

John.doe@acme.com

Local Teacher to Be Honored with Bryant “True Hero” Award

[CITY, MONTH, DAY, YEAR] – Sue Smith, an eleventh-grade math teacher at Central High School, will be honored with the Bryant True Heroes Award on Tuesday, January 12, at a special ceremony in Central Park North. The award program honors people who have gone above and beyond to make a difference in their communities.

WHO: Sue Smith, teacher, Central H.S.
John Doe, owner, ACME Heating & Cooling
Sharon Moore, principal, Central H.S.

WHAT: Bryant True Heroes Award ceremony

WHEN: Tuesday, Jan. 12 at 10 a.m.

WHERE: Central Park North
100 North Park Drive Central City

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Bryant True Heroes Sample Press Release



FOR IMMEDIATE RELEASE

Contact:

John Doe, ACME Heating & Cooling
(555) 555-5555
John.doe@acme.com

Central H.S. Teacher Honored as Bryant “True Hero” by ACME Heating & Cooling

[CITY, MONTH, DAY, YEAR] – Sue Smith, an eleventh-grade math teacher at Central High School, was honored today with the Bryant True Heroes Award. The award was presented by ACME Heating & Cooling as part of a national program to honor people who have gone above and beyond to make a difference in their communities.

Smith is a founding member of “Mentors for Life,” an educational program that pairs volunteer mentors with students who are at-risk of dropping out of high school. The mentoring program has helped 150 students stay in school and aims to decrease the overall dropout rate of Central City.

“Four years ago, I had a student who was going through a tough time,” said Smith. “He wanted to drop out of school, but I had faith in him and knew he would succeed if someone gave him a chance. Working with him helped me realize that a program like Mentors for Life could make a real difference.”

Smith was honored with the award during a ceremony at Central Park North. In her honor, ACME has pledged to donate \$1,000 to Mentors for Life. In addition, three ACME employees will serve as volunteer mentors over the next year.

“Here at ACME, we realize the importance of a high school education,” said John Doe, owner of ACME. “It takes a true hero to do something that so greatly impacts the lives of others. We are thankful for the impact Sue has made on our community.”

To learn more about the Bryant True Heroes Program, visit www.bryant.com/trueheroes.

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