

These dealer resources are designed to be personalized with your information and used to generate referrals for the national contest. Here is more information on how to access each of the materials.

### **Email Template**

To use this email template, click on the “download” link to save to your desktop. The file is a Microsoft® Word document so you are able to cut and paste the masthead, subject line and body copy into your outbound email and distribute to your database of customers. You may also personalize it with your dealer information and website.

### **News Release**

To access this news release, click on the “download” link to save to your desktop. You may attach the PDF file to your outbound email to send to local media in your area or to your database of customers. You may also print it and hand out to your customers.

### **Flyer**

The flyer is available in two formats. It is available as a PDF that you can bring to your local print service provider to add your dealer information and logo in the provided area or you can edit if you have access to Adobe software such as Photoshop® or InDesign®. In addition, it is available as a Microsoft® Word file that you can customize by adding your logo and typing your dealer information in the blue text box prior to printing. Click on the “download” link to save the preferred format to your desktop.

### **Ad Slicks**

To use these ad slicks, click on the “download” link to save to your desktop. You may share these files with your local newspapers and magazines for publication. There is an area in the file for your dealer logo and information.

### **Copy for Newsletter & Website**

To use this copy, click on the “download” link to save to your desktop. The file is a Microsoft® Word document so you are able to cut and paste the masthead and body copy into your company newsletter or other communication vehicles or post on your website.

## **Direct Mail**

Like the flyer, the direct mail piece is available in two formats. It is available as a PDF that you can bring to your local print service provider to add your dealer information and logo in the provided area or you can edit if you have access to Adobe software such as Photoshop® or InDesign®. In addition, it is available as a Microsoft® Word file that you can customize by adding your logo and typing your dealer information in the blue text box prior to printing. Click on the “download” link to save the preferred format to your desktop.