

[Insert Organization Name Here]

## 2013 Retailer and Distributor Partner of the Year Written Statement Template

Please complete, save, and upload to your award application. Compose your written statement by addressing the evaluation criteria below based only on your activities in 2012, unless otherwise requested. Your written statement must be **no more than six (6) pages in length**. Organize and label your statement using the categories listed below (e.g., "Availability of WaterSense Labeled Products"). The point values following each category indicate the maximum potential value for all activities within that category. Some partners may not be able to address all of the evaluation criteria, but may be eligible for an Excellence Award if they exhibit outstanding accomplishments in one of the following categories.

Remember that Partner of the Year awards are **based on activities that increase awareness about WaterSense and WaterSense labeled products**. General education on the importance of water efficiency is valued, but the focus should be on WaterSense-related activities. If you choose to submit supporting materials to complement your written statement, which is recommended, clearly reference the supporting materials in your written statement.

### Evaluation Criteria

#### **1. Availability of WaterSense Labeled Products (30 points)**

- Provide the number and/or percentage of your organization's stores that offered WaterSense labeled products and describe how your organization continued to expand its promotion of WaterSense labeled products.
- Describe the percentage of WaterSense labeled products stocked on shelves and what goals/targets your company set for increasing stock of WaterSense labeled products in 2013 and beyond.
- Describe how you made WaterSense labeled products available for sale online and how this made products more readily available to your customers.

#### **2. In-Store, Showroom, or Online Promotional Activities (30 points)**

- Identify your target audience(s) for WaterSense-related advertising or outreach (e.g., consumers, plumbers, contractors).
- Describe how your organization promoted WaterSense labeled products to customers within the store or showroom (if applicable). In-store/showroom promotions might include the organization of special events, display of point-of-purchase materials and shelf talkers, or use of WaterSense collateral placements.
- Describe your online activities that promoted WaterSense. Online promotions might include correctly displaying the WaterSense label and clearly identifying WaterSense labeled products on the company website, hosting blogs, frequently highlighting WaterSense on social media outlets (Facebook, Twitter, etc.), initiating targeted email campaigns, or advertising online.
- Describe any other efforts designed to promote WaterSense labeled products to your customers. This might include print and broadcast advertisements or circulars. Provide samples and describe the prominence of these efforts by including the number and frequency of the promotions.
- Describe incentives your organization offered to customers for purchasing WaterSense labeled products. Provide sample materials used with the incentives and provide quantifiable results, if possible.
- If applicable, describe the methods you used to educate plumbers, contractors, or other professionals about the WaterSense labeled products you sell. If possible, provide examples of how the professionals you work with educated their end-users. Describe the WaterSense materials you made available to these professionals to help them educate their customers.
- Include in your descriptions how and where your organization used WaterSense program marks to promote the WaterSense program and/or your WaterSense partner status.

[Insert Organization Name Here]

**3. Strategic Collaboration (25 points)**

- Describe how your organization collaborated with other WaterSense partners (e.g., manufacturers, utilities, nonprofits, trade associations, state and local governments, builders, or other retailers or distributors) to increase the availability and awareness of WaterSense labeled products. Provide quantifiable results if possible.
- Describe how your organization participated in or promoted live or online events designed to increase public awareness of the WaterSense label or water efficiency (e.g., Fix a Leak Week, We're for Water, Shower Better Campaign, Earth Day activities, etc.)

**4. Employee Education (15 points)**

- Describe your methods for training sales associates or other employees about water efficiency and the WaterSense labeled products you sell. Demonstrate how your sales associates in turn educated your customers about WaterSense labeled products.