




As a **Deep Green** customer you are
already **doing your part** for the planet.
WE'D LOVE TO HELP YOU **GET CREDIT FOR IT!**

POWERED BY 
DEEPGREEN
100%
RENEWABLE

DEEP GREEN CHAMPION MARKETING

THANK YOU

... for choosing Deep Green 100% Renewable Energy for your business! You are now an official Deep Green Champion and can take advantage of our complimentary marketing benefits.

Once you authorize MCE to spread the word that you are doing your part to support a greener community, economy, and planet, MCE will promote your business. Our Deep Green Champions marketing opportunities, include benefits such as:

- » web + social media (cost: free)
- » print ads + outreach materials (cost: free)
- » promotions + co-branding (cost: determined by project)

Take advantage of all the marketing opportunities being a Deep Green Champion has to offer. We make sure your business gains exposure locally — within your community and the Bay Area!

IT'S EASY AS

1

Enroll your business in Deep Green 100% Renewable Energy to become a Deep Green Champion. You can enroll at: mceCleanEnergy.org/dg-enroll

2

Complete the online form at: mceCleanEnergy.org/champion and attach the following items:

- » your hi-resolution logo (300 dpi preferred)
- » brief testimonial (400 characters max) about your business and why you chose Deep Green
- » 1 or 2 hi-resolution photos of your business (300 dpi preferred)

3

Enjoy free web and social marketing! And if you are interested in co-promotions and co-branding, email: info@mceCleanEnergy.org or call us: (415) 464-6044.

PRINT



Businesses like yours are truly the face of MCE. We occasionally feature Deep Green Champions in paid print ads as well as outreach materials that are mailed directly to residents and business owners in our service territory. You may have seen some of them and wondered how these businesses got featured. It's simple, just email:

info@mceCleanEnergy.org or call (415) 464-6044 to let us know you're interested in being featured in a print campaign.

While we can't guarantee a print feature for all Deep Green Champions, don't let that stop you from telling us that you're interested!



PROMOTIONS + CO-BRANDING

This is where we all can get really creative. In the past, Deep Green Champions have teamed up with MCE to take advantage of our network and brand recognition to build customer enthusiasm for their promotional campaigns.

Promotions have included exclusive MCE discount codes and gift card raffles for customers that sign up for Deep Green. Other Deep Green Champions have leveraged their support for 100% renewable energy as a valuable selling point to their customers. Catahoula Coffee updated their retail coffee bean packaging to include an exclusively designed Deep Green 100% Renewable Energy label that appeals to their sustainably-minded customers.



Contact us if you have a promotional or co-branding campaign in mind or even to brainstorm some concepts with us. We're happy to help and full of ideas!

WEB +



SOCIAL

Our web and social marketing option is the easiest marketing opportunity with the broadest potential reach. When you complete the Deep Green Champions form at: mceCleanEnergy.org/champions, your business will be featured on our Deep Green Champions page: mceCleanEnergy.org/deep-green-champions.

We will also send out a tweet, and Facebook and Instagram post about your business to our followers. Our followers are eager to support local businesses that choose clean energy like yours.

Also, let us know about any promotions you're running, so we can help you spread the word.

