



# CREATIVE IDEAS FOR PARTNERING WITH BUSINESSES AND ORGANIZATIONS

*Along with marketing and public relations materials provided in this kit, you may also find it beneficial to team with businesses and organizations that are based in the same area as your customers. By doing this, your message is spread even further and reaches a wider audience. The following are suggestions for involving your company with other companies or related organizations.*

- **Safe Gas Awareness Day** – speak with principals at local schools, boards of education or community leaders about getting a “Safe Gas Awareness Day” proclaimed in a school or community. Make t-shirts or buttons displaying the “trust your senses” logo provided in the advertising materials section of this kit and pass them out to participants.
- **Chambers of Commerce** – your local Chamber should be one of your first stops when spreading natural gas safety messages. Most Chambers have Web sites, e-mail blasts and newsletters that are available to members. Ask your local Chamber if they are able to publish a contributed article on their site or in a newsletter. Often, the Chambers are looking for filler material and will be happy to publish the safety message.
- **Town business associations** – along the same lines as Chambers of Commerce, many towns have business associations. These associations are likely to have Web sites and may be able to publish a contributed article on their site or in a newsletter. They are also likely to have meetings and would welcome your company to present at an upcoming one.
- **Web site links** – the World Wide Web is full of useful information, with many sites linking to other pertinent ones. Figure out which community government-, business- or safety-related sites would be willing to link to your company’s site (or [SafeGasIndiana.org](http://SafeGasIndiana.org)), then put a link to their site on yours in return.
- **Hospital and mall safety days** – community hospitals and town malls often sponsor “safety days” for the surrounding citizens to attend and learn about important community safety initiatives. Find out when these, or similar events, are happening and arrange for your company to have a booth or table to promote natural gas safety.
- **Emergency officials** – county fire and police departments typically hold community events like carnivals or expos to raise money and educate the community on their safety messages. The departments are likely to offer you an opportunity to spread natural gas safety messages if your company expresses interest.
- **Event sponsorship** – races or marathons, the circus and zoos are a few examples of events and places that allow sponsorships. By sponsoring one of these, your company’s name and the “trust your senses” logo are displayed in programs, on signs and in advertisements. A very good possibility in all areas is to sponsor a Habitat for Humanity (or similar local organization) build. Not only is the construction of a home a perfect opportunity to share gas safety messages, but Habitat for Humanity and similar charities are always newsworthy and the potential to share information with the media, and thus the viewing public, is great.
- **Home and garden expos** – a local home and garden expo or similar show is an ideal opportunity to promote both leak recognition and response and unauthorized digging messages. Use the poster or bill stuffer provided in this operator media kit to hand out information to attendees.
- **Hardware stores** – your local hardware store, as well as the larger Home Depots and Lowes may be willing to allow your company to hand out the bill stuffer provided in this kit to customers. Another idea is to ask them to include the bill stuffer in customers’ bags. The equipment rental desks at hardware stores (think gardening tools) are a potential venue for promoting your unauthorized digging message, as are landscaping and energy saving classes.



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- **Real estate agents** – contact local real estate agent associations to request a speaking opportunity at an upcoming meeting. The poster or bill stuffer provided in this operator media kit are useful tools that real estate agents can forward to prospective buyers and sellers, as well as home owners they currently work with.
- **Apartment and condominium management companies** – these companies may have many properties under their umbrellas of ownership. Ask if company personnel are willing to distribute the poster or bill stuffer included in this operator media kit to property managers at each location. The property managers can post the information in the leasing office, or forward it to residents.