

Marketing Announcement



CRFC-MA-2022-10 Ambassador Contractor Incentive Program March 16, 2022

To: Carlisle Roof Foam and Coatings' Manufacturer's Representatives and Authorized Applicators

Carlisle Roof Foam and Coatings (CRFC) is pleased to introduce our Ambassador contractor incentive program. The program offers two levels, Ambassador and Ambassador Elite. All approved contractors are eligible for the program. Rewards are based on the square footage of installed CRFC products under warranty annually.

Once a contractor registers 50,000 square feet under warranty with Carlisle Warranty Services, they become a CRFC Ambassador. These are CRFC's most loyal and dedicated contractors. This designation is an acknowledgment that a contractor is an industry leader.

Benefits include:

- Material and labor warranties
- Contractor training
- Press release
- CRFC branded gear
- Customized company profile
- Potential for early bird warranties

Once a contractor registers 150,000 square feet under warranty with Carlisle Warranty Services, they are awarded Ambassador Elite status. Elite Ambassadors are not only dedicated, but also exhibit a level of quality that is unparalleled in the industry. Elite status is an acknowledgment that a contractor is among the best in the industry.

In addition to the Ambassador benefits, Elite Ambassadors have access to:

- Early bird warranties
- Co-branded marketing support
- Customized Ambassador Elite bid package
- Ambassador Elite selling tools
- Annual Ambassador Elite Council event

For more information, please [click here](#).

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If you have questions, please contact your regional manager or local sales representative.

Sincerely,

Dan Allen
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