

# Contractor Incentive Program



Carlisle Roof Foam and Coatings (CRFC) created its Ambassador Program to recognize outstanding contractors who consistently display high-quality workmanship when installing CRFC's Spray Polyurethane Foam (SPF) and Coatings Roofing Systems. Each year, a few contractors are selected to serve as Elite Ambassadors on CRFC's Elite Council, which acts as an advisory board to help CRFC determine how to best support its contractor network.

**Ambassadors are CRFC's most loyal and dedicated contractors. This designation is acknowledgment that a contractor is an industry leader.**

- Contractor training
- Press release
- Swag
- Customized company profile
- Potential for early bird warranties

**Elite Ambassadors are not only dedicated but also exhibit a level of workmanship unparalleled in the industry. Elite status is an acknowledgment that a contractor is among the best in the industry.**

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

**For questions and further details, please contact your sales representative.**



*Sustainable. Seamless. Solutions.*

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