



2012 SmartWay Affiliate Challenge

Thank you for participating in the SmartWay 2012 Affiliate Challenge. The Challenge provides EPA with the opportunity to publicly acknowledge the important contributions of SmartWay Affiliates. To participate, complete the activities listed below. These activities must be performed within the time frame of March 1, 2012 through March 1, 2013.

Completed checklist and supporting documentation such as sample materials, pictures, etc. must be postmarked by March 15, 2013. Mail to:

SmartWay Transport Affiliate Challenge
Attn: Patrice Thornton
USEPA Office of Transportation and Air Quality
2565 Plymouth Road Ann Arbor, MI 48105

Supporting materials may also be e-mailed to: thornton.patrice@epa.gov by March 15, 2013. Place "Affiliate Challenge" in the subject line.

Name _____

Organization _____

E-mail address _____

Phone _____

Affiliates that complete the following activities within the Challenge time period will merit special acknowledgment:

- Develop a designated sustainability/environmental webpage describing your organization and its contributions to the SmartWay Transport Partnership. Provide the URL that shows the link.
- Use the SmartWay Affiliate logo on marketing materials.
- Host or support at least one recruiting or educational workshop or webinar about the SmartWay Partnership program. Provide additional information about the workshop such as date, location, target audience, etc.
- Recruit a minimum of five new Partners. Provide names of partners.

Note: Acknowledgement by EPA SmartWay does not imply endorsement of the Affiliate or of Affiliate's products or services.

Frequently Asked Questions

What is the SmartWay Affiliate Challenge?

The challenge is an opportunity for EPA to publically acknowledge SmartWay Affiliates who have initiated and executed exceptional recruiting, promotional and marketing activities in support of our shared goals. These Affiliates serve as role models for other affiliates.

How do I participate in the 2012 SmartWay Affiliate Challenge?

Complete the activities listed on the 2012 Affiliate Challenge application. These activities must be performed and completed during the time frame of March 1, 2012 through March 1, 2013. The completed form and supplemental materials must be sent to Patrice Thornton. (Package must be postmarked by March 15, 2013).

Package may be sent to:

Patrice Thornton
US EPA SmartWay Affiliate Challenge
2565 Plymouth Road
Ann Arbor, MI 48105
(734) 214-4329

Package can also be e-mailed to thornton.patrice@epa.gov Receipt of package will occur via e-mail.

What should I submit to EPA?

Complete the Affiliate Challenge application by checking off the marketing activities achieved between March 1, 2012 and March 1, 2013. Supporting documentation such as pictures, names of recruited partners, copies of articles, etc. must be included in the package.

Will there be opportunities for more than one organization to be recognized?

Yes, there may be multiple recipients.

When and how will nominees be notified of EPA's SmartWay Challenge decision?

EPA will contact all participants via e-mail regarding award decisions by April 5, 2013.

What will the recognition consist of?

- Awardees will be recognized on the SmartWay website in time for Earth Day, 2013.
- EPA will develop a press release template for Challenge participants to use in their own Earth Day activities.
- EPA will send a congratulatory letter to the organization's Board of Directors.
- EPA will submit an article describing the notable achievements of the Challenge participants to select trade journals for added visibility among their business peers.
- EPA will publicize the Affiliate Challenge and the names of finalists in a special Earth Day edition of the SmartWay list serve electronic newsletter.