



Raising Awareness

Here is a template letter that can be used for a charity event. Many companies have been successful in similar ventures, which provided great benefit to the charity while also promoting their company's nitrogen service.

Announcement Letter:

Dear <name>,

<Your company> will be hosting a fundraiser in cooperation with <your local charity> in <your city> on <date>. <Your company> will be offering free nitrogen fills in exchange for a donation to <your local charity>.

The goal of <your company> is to raise awareness about the benefits of using nitrogen in tires while also benefitting <your local charity>.

<Your company> will supply the nitrogen systems, air compressors and the necessary labor. The fundraisers duration will be <X> hours. <Your company> will set up lanes at <your site> to perform the nitrogen conversions. <Your company's> objective is to contribute \$<XXXX> to <your local charity>. <Your representative> will be in attendance to answer any questions and talk to the media.

General Information:

- Each lane will be capable of about 6 cars per hour (10 minutes per car) depending on the nitrogen system you are using.
 - If the event will be held at a location away from your shop, compressors may need to be rented and transported to the site along with the nitrogen systems.
 - Have signs at the event stating your company's support for the local charity or cause.
 - While the intent is to help the charity, it is also advertising your company. Keep the mood light and friendly.
 - Ensure media personalities have a written list of the benefits of nitrogen to use as talking points
1. **Better Pressure Retention** – Because of its larger molecular size, nitrogen migrates through a tire 3 – 4 times more slowly than oxygen.
 2. **Cleaner Inflation Gas** – Water vapor, oil and dirt are removed in the process of creating the nitrogen. This can help prevent sticking valve stems and bead leaks as well keeping a more consistent inflation pressure.
 3. **Safer, Cleaner, Cheaper** – Having the correct pressure in your tires means you burn less fuel, wear your tires more slowly and have less chance of tire failure.