

NYC Accelerator Service & Capital Provider Marketing Toolkit

July 2024





HOW TO USE THE TOOLKIT

How To Use This Toolkit

To accelerate NYC's transition to carbon neutrality, we educate the building industry about resources available to facilitate a just transition to carbon neutrality. We look to program participants like you to help us cast a wide net and connect with decision-makers in communities across the five boroughs.

There are two sections in this toolkit, one for **Service Providers**, and one for **Capital Providers**. You'll find best practices for promoting your participation in the NYC Accelerator program across social media, web, and email with graphics to accompany your promotion on these channels. You'll also find dos and don'ts for leveraging the official NYC Accelerator branding assets.

Navigate to the section that applies to you for marketing resources.

Reach out to marketing@accelerator.nyc with any questions.



Service Provider Affiliation

+ NYC Accelerator Approved Service Provider

- Refrain from using any verbiage indicating exclusivity.
- We are not NYC. We are NYC's support program.

+ ***NYC-approved vendors*** is not the right terminology to use, rather **NYC Accelerator-approved**. **Please use this toolkit for additional guidance.**

+ Press Releases must be approved by NYC Accelerator prior to release. Please reach out to Rebecca.Hankins@icfnext.com and copy Jeff.Gibbons@icfnext.com and jessica.horne@icf.com for review and approval and expect a 2-week turnaround. Failure to comply will result in expulsion.

LinkedIn: Best Practices

When posting to LinkedIn, make sure you tag “NYC Accelerator” Company Page. To do so:

- 1) Copy and paste post text into LinkedIn.
- 2) Click the ‘@’ sign in front of NYC Accelerator and wait for the drop-down menu to appear.
- 3) Select NYC Accelerator from the list of tagging options.
- 4) If selected correctly, the text will be slightly bolded in the post.

Once the post is live, check that the page was tagged correctly in the post by confirming that it appears in blue text.



SERVICE PROVIDERS: SAMPLE PROMOTIONAL TEXT

Social Media, Email/Web, Image Options, and Best Practices

Sample LinkedIn Posts for Service Providers

Option 1:

[Your Company Name] is proud to announce we have been accepted into the @NYC Accelerator Service Provider Program.

NYC Accelerator is a program of the NYC Mayor's Office of Climate & Environmental Justice that is designed to put building owners and managers on a pathway to decarbonizing the city while building healthier, safer communities.

As an NYC Accelerator Service Provider, we provide products and services that support projects to reduce energy and water consumption and contribute to the #decarbonization of NYC.

If you're looking for help with your projects, contact us or contact NYC Accelerator:

www.accelerator.nyc/contact

Option 2:

We are a proud participant in the @NYC Accelerator Service Provider Program.

As an NYC Accelerator Service Provider, we provide **[Your Products and Services]** that can support projects to #decarbonize NYC, cut energy-related costs, and build a healthier city.

Contact us or contact NYC Accelerator for help implementing energy efficiency projects to reduce energy and water consumption:

www.accelerator.nyc/contact

Sample LinkedIn Posts for Service Providers

Option 3:

As a participating Service Provider with @NYC Accelerator, we're proud to provide **[Your Products and Services]** to help decarbonize NYC and build healthier, safer communities.

Work with us and NYC Accelerator as we build a carbon-free future for NYC:

www.accelerator.nyc/contact

Option 4:

New York City is on a pathway to carbon neutrality by 2050.

We're working to help the City achieve this goal as a participant in @NYC Accelerator's Service Provider Program.

As an NYC Accelerator Service Provider, we're helping building decision-makers implement energy and cost-saving measures to #decarbonize NYC.

Reach out to us or NYC Accelerator to get started:

www.accelerator.nyc/contact

Sample LinkedIn Posts for Service Providers

Option 5:

[Your Company Name] is proud to be recognized as a @NYC Accelerator participating Service Provider to help decarbonize NYC.

By working with NYC Accelerator, we're helping to reduce NYC building's energy use and water consumption while building a healthier city for New Yorkers.

Join us as we build a carbon-free future for NYC:
www.accelerator.nyc/contact

Option 6:

Did you know that nearly 70% of NYC's carbon emissions come from its buildings?

As an @NYC Accelerator Service Provider, we're helping to implement the energy-saving technology that will not only cut carbon emissions but also save building stakeholders money in the long run.

Be part of building a carbon-free NYC by contacting us or NYC Accelerator: www.accelerator.nyc/contact

LinkedIn Image Options: Service Providers



Examples of LinkedIn Posts

Livingston Energy Group
766 followers
1mo · 🌐

As a participating Service Provider with NYC Accelerator Livingston Energy Group is proud to help NYC #decarbonize.

#celebrate #appreciate #milestone #charge #port #everywhere #locations #energy #green



The image shows a LinkedIn post from Livingston Energy Group. The post text is in a dark grey box at the top. Below the text is a large graphic with a light beige background. It features the Livingston Charge Port logo, which includes a yellow car icon and the text 'LIVINGSTON CHARGE PORT'. Below that is a circular badge with a city skyline and the text 'PROUD SERVICE PROVIDER NYC ACCELERATOR'. The graphic is decorated with blue and yellow geometric lines and shapes.

WexEnergy LLC
257 followers
2w · Edited · 🌐

New York City is on a pathway to carbon neutrality by 2050.

We're working to help the City achieve this goal as a participating Service Provider in NYC Accelerator's Service Provider program.

As an NYC Accelerator Service Provider, we're helping building decision-makers implement energy and cost-saving measures to #decarbonize NYC.

Get in touch with us or NYC Accelerator to get started:



Contact Us
www1.nyc.gov · 1 min read

The image shows a LinkedIn post from WexEnergy LLC. The post text is in a dark grey box at the top. Below the text is a photograph of a city street with a suspension bridge in the background. The bottom of the image has a dark grey box with the text 'Contact Us' and a link to 'www1.nyc.gov'.

Website / Email Blurb

We are a proud participant in the NYC Accelerator Service Provider Program. NYC Accelerator is a program of the NYC Mayor's Office of Climate & Environmental Justice designed to mobilize real estate stakeholders on a pathway to decarbonization, meet compliance with local building energy laws, and improve the health and safety of New York City's one million buildings.

As an NYC Accelerator Service provider, we provide **[Your Products and Services]** that support projects to reduce energy and water consumption and reduce New York City's carbon emissions.

Looking for help with your projects? Contact us or [NYC Accelerator](#).



SAMPLE PROMOTIONAL TEXT FOR CAPITAL PROVIDERS

Social Media, Email/Web, Image Options, and Best Practices

Sample LinkedIn Posts for Capital Providers

Option 1:

[Your Company Name] is proud to announce that we have been accepted as an @NYC Accelerator Capital Provider.

NYC Accelerator is a program of the NYC Mayor's Office of Climate & Environmental Justice to help building stakeholders on a pathway to decarbonize New York City.

As an NYC Accelerator Capital Provider, we provide **[Your Company's Financing Product]** to fund energy efficiency and renewable energy upgrade projects with minimal or no upfront fees.

Contact NYC Accelerator for more information on how to finance your building upgrades:

www.accelerator.nyc/financing

Option 2:

We are a proud participant in the @NYC Accelerator Capital Provider Program.

As an NYC Accelerator Capital Provider, we collaborate with NYC Accelerator to provide financing for building upgrade projects to #decarbonize NYC and achieve local law compliance.

Contact NYC Accelerator to help you find the right financing to fit your building needs:

www.accelerator.nyc/financing

Sample LinkedIn Posts for Capital Providers

Option 3:

As a participating Capital Provider with @NYC Accelerator, we're proud to provide financing that can help bring NYC to its goal of carbon neutrality by 2050 and build healthier, safer communities.

Improve your building performance and make improvements that increase your property's value and decrease energy costs.

Work with NYC Accelerator and us as we help to build a carbon-free future for NYC:
www.accelerator.nyc/financing

Option 4:

New York City is on a mission to reach carbon neutrality by 2050.

We're working to help the City achieve this goal as a participant in @NYC Accelerator's Capital Provider Program.

As a vetted lender, we help building stakeholders finance energy- and cost-saving projects to #decarbonize NYC.

Contact NYC Accelerator to start #decarbonizing your building: www.accelerator.nyc/financing

Sample LinkedIn Posts for Capital Providers

Option 5:

[Your Company Name] is proud to partner with @NYC Accelerator as a participating Capital Provider to help decarbonize NYC.

We help buildings across NYC reduce their carbon emissions through financing energy-saving building upgrades.

Join us as we work with NYC Accelerator toward a carbon-free future for NYC:

www.accelerator.nyc/financing

Option 6:

As an approved NYC Accelerator Capital Provider, we help finance energy-saving projects that can help decrease energy costs and increase property values.

We deliver financing for building upgrades that reduce carbon emissions to tackle the largest contributor of greenhouse gas emissions in NYC: our buildings.

Join us on a pathway to a carbon-free NYC by contacting NYC Accelerator:

www.accelerator.nyc/financing

LinkedIn Image Options: Capital Providers



Website / Email Blurb: Capital Providers

We are a proud participant of the NYC Accelerator Capital Provider Program.

NYC Accelerator is a program designed by the NYC Mayor's Office of Climate & Environmental Justice to mobilize the real estate community to reduce carbon emissions, comply with local building energy laws, and improve the health and safety buildings where we live, work, and play.

As an NYC Accelerator Capital provider, we provide **[Your Company's Financing Product]** to fund carbon reduction building upgrades.

Looking to finance your next energy-saving project? [Contact NYC Accelerator.](#)

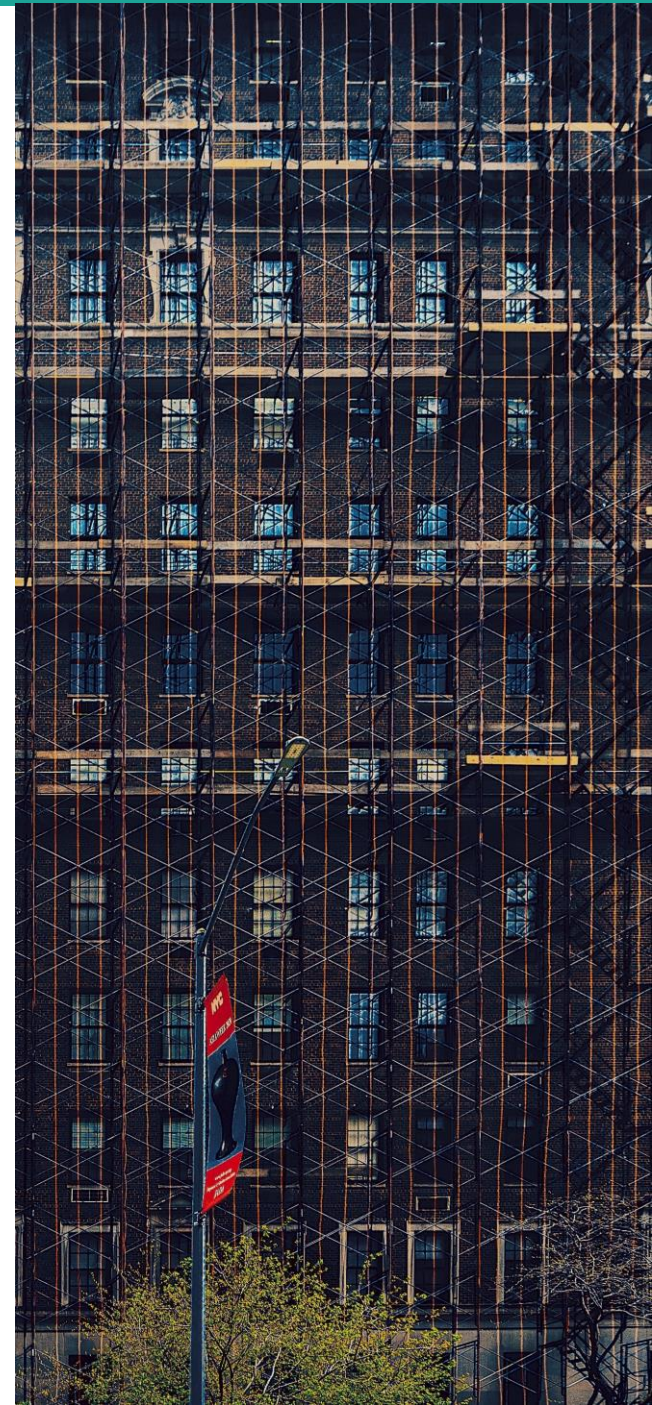


REPRESENTING NYC ACCELERATOR

Talking Points for Service Providers

Benefits of Working with an NYC Accelerator Service Provider

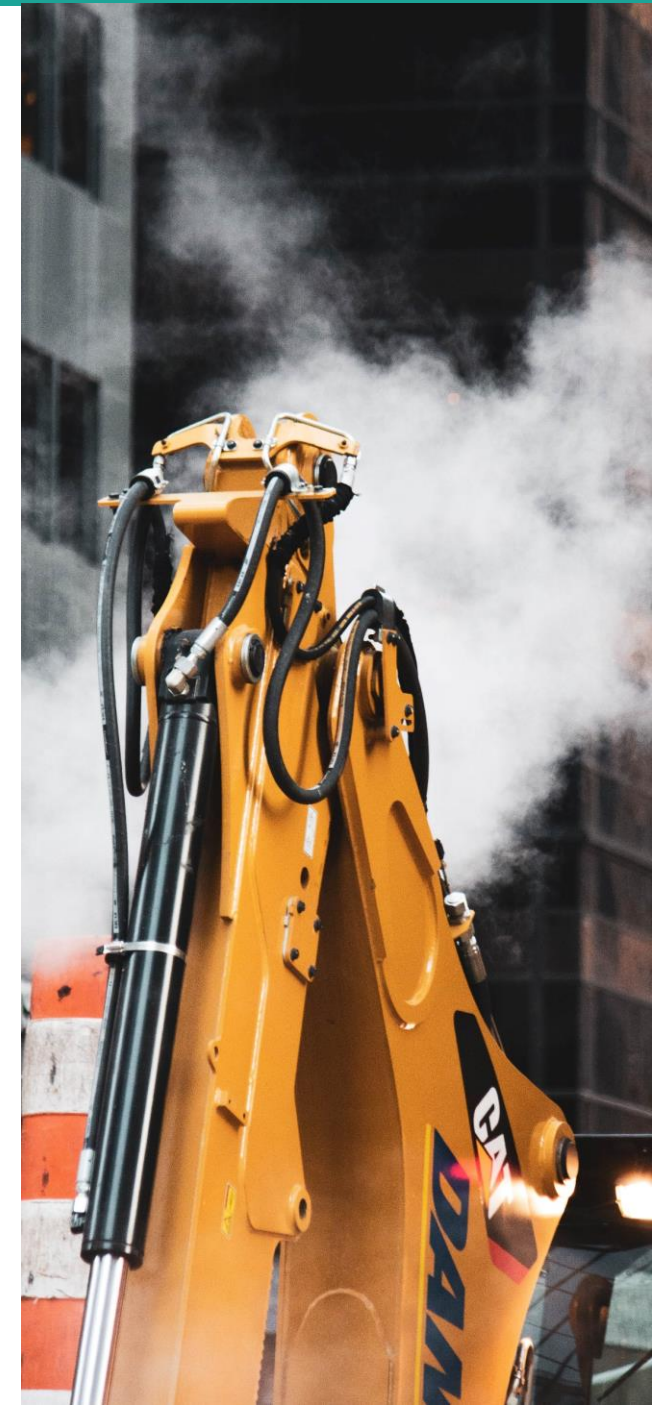
- + **Expertise in LL97 Compliance:** NYCA Service Providers are well-informed and proactive in understanding and complying with Local Law 97 (LL97).
- + **Timely Response and Quality Customer Care:** Building stakeholders can expect prompt responses and excellent customer service.
- + **Collaborative Network:** NYCA Service Providers collaborate with each other, creating a network of benefits for building stakeholders.



Talking Points for Service Providers

Benefits of Working with an NYC Accelerator Service Provider

- + Vetted by NYCA Team:** Many building stakeholders appreciate the additional assurance of Service Providers being vetted by the NYCA.
- + Engaged with NYC Accelerator Account Management:** NYCA Service Providers actively engage with NYC Accelerator Account Management.
- + Stay Updated on Incentives:** NYCA Service Providers are well informed with the latest incentives available to building stakeholders.



Talking Points: Capital Providers

Benefits of Working with an NYC Accelerator Capital Provider to Finance Energy Upgrades

- + **Maintain building reserves**, and preserve credit lines
- + **Minimize resident assessments** for co-ops and condos
- + **Provide financing** for large or stalled projects, or properties with multiple buildings
- + **Avoid fines** for Local Law 97, and **cover repairs** for Local Law 11 façade
- + **Pay for project costs** with minimal or no upfront costs
- + Reduced upfront costs results in **shorter payback periods**
- + **Improve building performance** while decreasing energy cost and increasing your property's value.





LOGO USAGE

NYC Accelerator Logo Usage Best Practices

- + In order to preserve legibility, please avoid using the logo any smaller than 2 inches wide.
- + As a best practice, avoid imposing the logo on a cluttered background.
- + Logo misuse
 - Don't scale the logo disproportionately (keep the proportions from the original size: 980 x 800 pixels)
 - Don't inverse the logo or use an outlined version of the logo
 - Don't use the logo on a flood of color besides black, white or #B7D5D1
 - Don't create new lockups or variations of the logo
 - Don't add effects like drop shadows or stroke to the logo
 - Don't recolor the logo

[Download NYC Accelerator logo.](#)

Logo Usage Guidelines

DO:

- Use this logo in marketing collateral next to your company / organization logo
- Leverage this logo for print and digital communications

Logo Usage Guidelines

DON'T:



Don't scale the logo disproportionately.



Don't use the logo on a flood of color besides black or white.



Don't add effects like drop shadows or stroke to the logo.



Don't invert the logo or use an outlined version of the logo.



Don't recolor the logo.



Don't create new lockups or variations of the logo.





RESOURCES

Downloadable Graphics – Click to Download

[Service Provider Badge \(PNG – optimal for digital materials\)](#)

[Service Provider Badge \(JPG – optimal for print materials\)](#)

[Service Provider Social Media Image Option 1](#)

[Service Provider Social Media Image Option 2](#)

[Capital Provider Badge \(PNG – optimal for digital materials\)](#)

[Capital Provider Badge \(JPG – optimal for print materials\)](#)

[Capital Provider Social Media Image Option 1](#)

[Capital Provider Social Media Image Option 2](#)

NYC Accelerator Resources

[NYC Accelerator's Financing Webpage](#)

[NYC Accelerator 's Finance Options Webpage](#)

[NYC Accelerator PACE Financing](#)

[Toolkit: Financing Building Energy Upgrades](#)

[NYC Accelerator Program Overview Handout](#)

[NYC Accelerator Local Law 97 Webpage](#)

[Building Energy Snapshot](#)

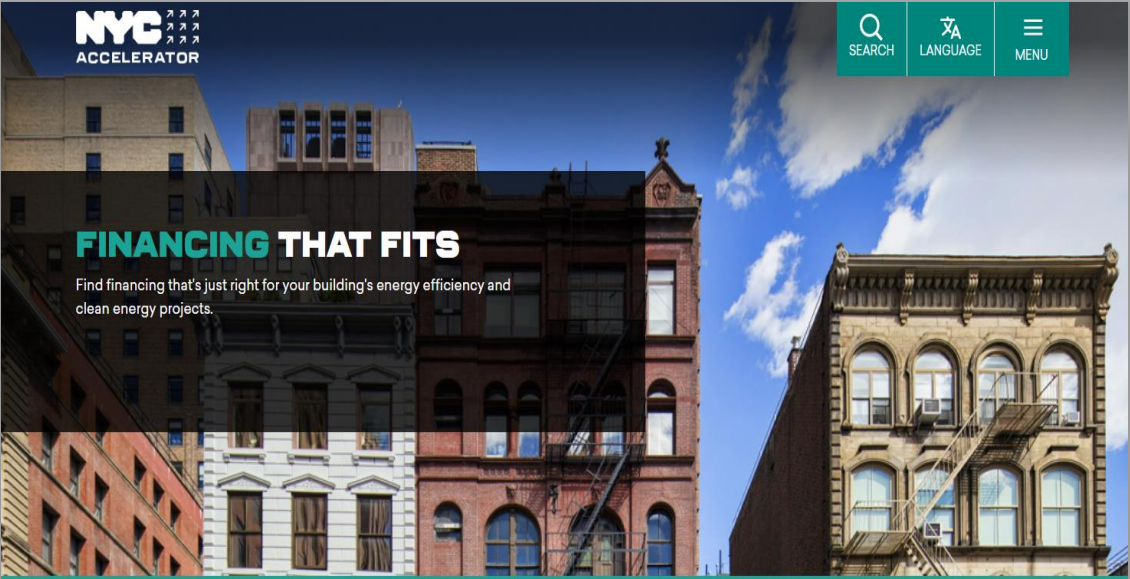
[NYC Accelerator Service Provider Program](#)

[NYC Accelerator Training Offering](#)

[NYC Building Energy Laws](#)

[NYC Accelerator LinkedIn](#)

[NYC Accelerator YouTube](#)



The screenshot shows the NYC Accelerator website interface. At the top left is the NYC Accelerator logo. At the top right are navigation links for SEARCH, LANGUAGE, and MENU. The main content area features a large image of a city street with buildings. Overlaid on this image is the text: **FINANCING THAT FITS** and "Find financing that's just right for your building's energy efficiency and clean energy projects." Below the image is a teal banner with the text: **GET FREE EXPERT HELP TO FIND FINANCING**. Underneath the banner, there is a paragraph: "Are you planning energy upgrades for your buildings, such as heat pumps, window replacements, insulation, or LEDs? Financing may be available to help you make improvements with minimal or no upfront costs." At the bottom of the page, another paragraph states: "NYC Accelerator can help you understand financing options and identify a solution that best fits your building's needs. Our dedicated Financing Specialists can connect you with lenders, help you assess offers, and provide ongoing support as needed."

Service Provider Meet & Greet Sessions

If your company is interested in presenting to NYC Accelerator Account Managers at our weekly Monday session, sign up to speak with an Account Manager by submitting [this brief form](#).

These presentations offer the opportunity for Account Managers to learn about the services your company provides while giving you the opportunity to get to know our team and projects.





Questions?

Contact marketing@accelerator.nyc.