



Irving Energy and the American Legion

Introductory meeting

January 20, 2018



Agenda



1. Thank you
2. About Irving
3. Exclusive offer for American Legion Posts
4. Products and services we offer
5. Next steps and getting activated
6. Promotion
7. Irving offer for Members of your Post
8. Q&A

Thank You



- Your years of service
- For support vets within your communities
- For supporting your communities
- We appreciate all your association does

About Irving



- Family owned company
- Founded in 1924
- Full service company
- Operates 3rd largest refinery in North America
- Serving New England since the 1970's
- We support the communities we serve





Why Irving Energy

Products and Services



- Heating Oil (#2)
- Propane
- Diesel
- Burner service and Protection Plan
- 24/7 customer support at 1-888-310-1924

Exclusive- Offer

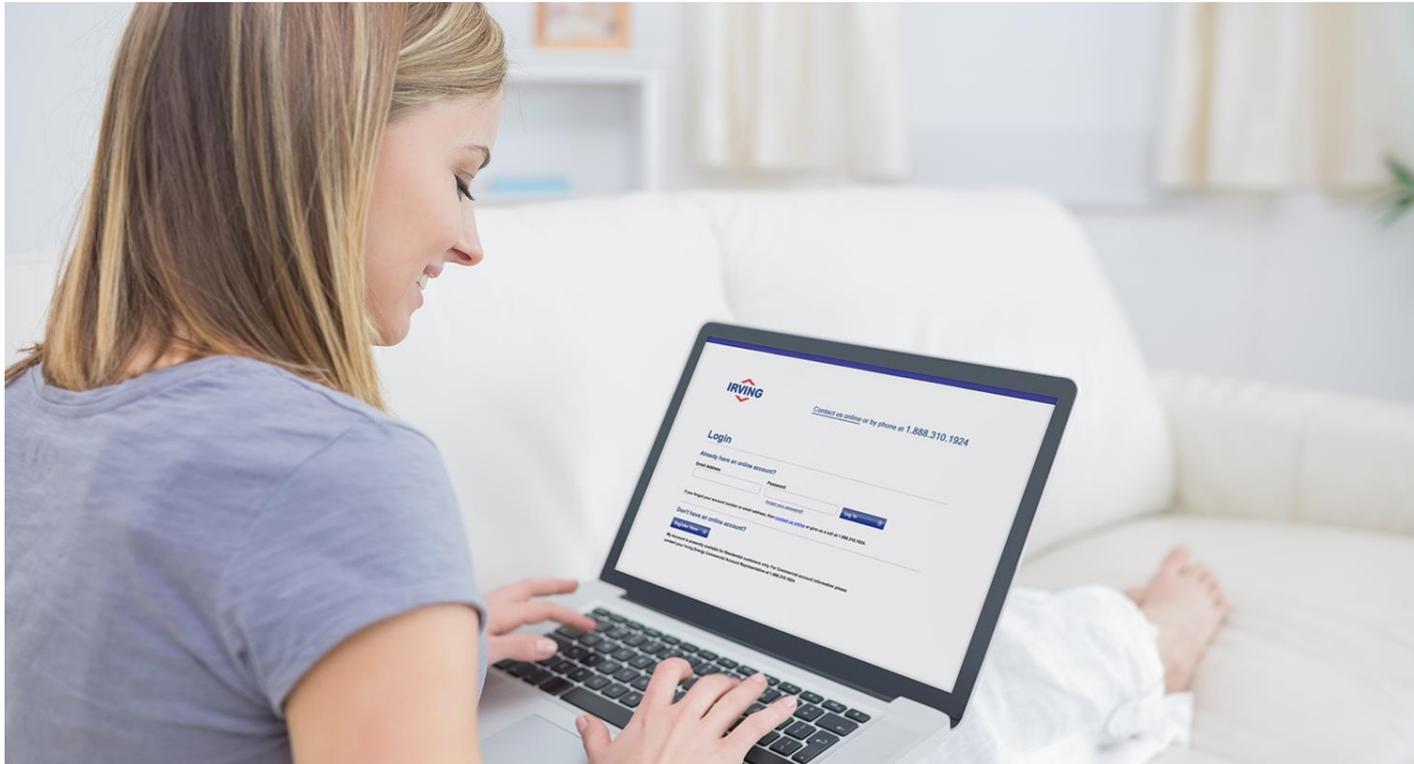


- Exclusive discounted product pricing offer for individual Legion Posts within our current delivery area.
- All New Post once active receive \$100 credit on the account.
- Pricing programs – Variable / Fixed

The Power of Group Pricing



- Average Maine price as of yesterday
- \$2.89 - \$2.99/gallon
- - 10 Posts \$2.72/gallon
- - 10-20 Posts \$2.685/gallon
- - 20-30 Posts \$2.61/gallon
- - 30+ Posts \$2.54/gallon



Next steps

Steps to getting an account and delivery:

- Call 1-855-202-7260 (Nelson Hansen)
- Information sharing – tanks, equipment etc.
- Commercial credit application & account set up
- Tank inspection and schedule first delivery (Oil)
- Replace current tanks with Irving tanks (propane)
- Once Your Post has an established activate account, membership of the post will be offered special discounts for their homes.

Jeffrey Dillion

Manager for residential sales, growth and customer care

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Member Residential Offer



- Free safety inspection
- Worry-free automatic fuel delivery

- Price discount:

15¢ off/gallon
on heating oil*

30¢ off/gallon
on propane*

- Equipment savings:



Boiler

\$350 OFF



Furnace

\$250 OFF



Tankless Water Heater

\$200 OFF



Oil Tank

\$200 OFF

Purchase your home heating equipment from Irving Energy and

SAVE UP TO \$350!

Irving Rewards at home



- Switch to Irving Energy SAVE 25 cents per gallon at Irving Oil gas stations for your next 42 fill-ups
- SAVE an additional 5 cents per gallon with every 50 gallons of home heating fuel delivered from Irving Energy
- For complete Irving Rewards details visit irvingenergy.com/rewards

For Your Post Members



- 24/7 service available
- Full service:
 - Delivery of furnace oil and propane
 - Equipment service protection plans
 - Equipment consulting, sales, installation and service
 - Certified technicians
- Automatic delivery – so members can take one more thing off their to-do list
- Flexible payment options
- Discounted rates

Establish a communication plan customized to your internal processes



Member communication options:

- Irving Energy Member information webinar(s) customized in management session discussions
- Onsite open house
- Customized marketing material appropriate for existing internal processes:
 - Initial launch
 - Onboarding packages
 - Ongoing promotion

How we can support you



Customized supporting marketing material

- Letter or email-able offer
- Onsite open house
- Posters for meeting areas, member bulletin boards, etc.
- Message or ad to post in internal newsletters

Program updates

- Electronic copy of detail sheet
- Participation report

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Questions

Nelson Hansen

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