**Servicer Honors and Rewards Program (SHARP)SM
Marketing Kit**

Congratulations on your SHARP award!

Use this marketing kit to help promote your accolade to your networks and the industry.

**What’s in the marketing kit?**

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| **Asset** | **How to use** |
| Template press release | Announce your award, state the facts and quote your leadership and team. |
| Pre-designed social media graphic sized for LinkedIn and Twitter. | Simply post this image, add a message, use #SHARPawards and tag Freddie Mac Single-Family, @FreddieMacSF. You can also use this graphic for your website.  |
| Customizable signage  | Add your company logo at the bottom and print an easel sign or pull-up banner to showcase your award during events. |
| Customizable PowerPoint Deck | Add your company logo at the bottom and showcase your award during presentations. |
| Email signature graphic | Append this graphic to your email signature to showcase your recognition in your business correspondence. |
| Sample messaging | Leverage our key messages about SHARP to communicate the value and impact of your award. |