



SunStar Strategic Alternative Energy Practice

Trade & Economic Development Agencies



Is Your Communications Strategy as Modern as the Industries You Want to Attract?

The volatility of today's market crisis has caused many countries, states and regions to take a second look at the industries they want to attract and the effort that is required to create jobs and build sustainable economies. SunStar Strategic is North America's premier boutique public relations and marketing firm dedicated to attracting investors and energizing our clients' growth. We help trade and economic development agencies (TEDA) to:

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| Increase awareness and visibility of your city, state or country | Communicate your value to alternative energy companies |
| Differentiate your story from other states or regions | Leverage your track record to generate new sales leads |
| Receive positive media attention and third-party endorsements | Create marketing materials that resonate with alternative energy companies |
| Earn exposure with a targeted audience | Implement a structured process to ensure constant recognition and ROI |
| Build your credibility and showcase your advantages with new industries | |

You Need Powerful Communications

Fact: The economic impact of the renewable energy sector on a country's GDP is positive.

Fact: There are more trade and economic development agencies competing for commerce than ever before.

Fact: Renewable energy companies are influenced by many factors when deciding where they will establish their business.

Fact: A carefully planned communications strategy is critical to taking advantage of the opportunities created by the renewable energy sector.

SunStar's dedicated team of investment and energy professionals work closely with you to understand your business priorities and help you refine and execute a powerful communications strategy to achieve recognition in this competitive environment. Our programs are backed with quantifiable results. Our monthly reports show you exactly where you've gotten coverage and how well your campaign is working.

SunStar's TEDA PR Services include:

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| New Media and Social Networking | Message Testing and Development |
| Email Marketing | Press Conferences and Media Events |
| Media Training / PR Coach | Thought Leadership and Speaker Promotion |
| Media Relations | Creative – Website and Collateral Materials Design |
| Tiered Media Placement Program | Tradeshow and Conference Support |
| Top Lists Program | Crisis Communications and Management |
| Turnkey Success Program | |
| International Program | |



Contact SunStar Strategic at
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Read our blog: alternativematters.com