



PR/Marketing Communications Proposal

Prepared for:



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Trevi Communications is pleased to present the following PR and Marketing Communications services proposal to Pomega Energy Storage Technologies (“Pomega”) for your consideration.

WHY TREVI COMMUNICATIONS?

[Trevi Communications](#) is a business-to-business marketing communications firm that provides integrated brand strategy, content marketing and public relations services to technology companies and the professional services firms that serve them, with a focus on the energy storage, climate tech, robotics and automation sectors. We are experienced, top-level strategic thinkers who also provide hands-on tactical execution – developing and implementing day-to-day writing, editing and project management programs. Because we do not have the overhead of big-city PR firms, we can offer high-value services to clients at cost-effective budget levels.

For over 35 years, our senior strategic counsel and program management expertise has helped technology clients build brand awareness, raise capital, capture market share, launch new products, attract acquisitions, enter new markets, and highlight project successes.

A partnership with Trevi will provide Pomega with compelling advantages:

- Dedicated program team with senior leadership involvement
- Strong and proven subject matter expertise in battery storage for all use cases
- Established media and industry relationships
- Proven top-tier media and conference results
- Full spectrum of marketing communications expertise
- An easy-to-work-with group of enthusiastic, passionate people!

Taken together, we believe we have the experience, expertise, and motivation to help you succeed.

TREVI ADVANTAGES AND EXPERIENCE

Subject matter expertise

Trevi Principal Gene Hunt will lead the Pomega account team. Gene has been a communications director, consultant and strategist working for and with B2B technology companies since the 1990s. During this time, he (and since 2015, the Trevi team) have supported more than 50 different tech organizations from small startups to publicly traded companies. These advanced technology providers – who are often on the cutting-edge of nascent industries with unique stories to tell – include dozens of energy storage and storage-adjacent firms.

Working on behalf of these clients has given Trevi a deep level of subject matter expertise. That knowledge has been leveraged in a variety of ways through media and events, including hundreds of articles; news releases, pitches/briefings; conference speeches and session presentations; interviews; video and multimedia projects; newsletters; trade show booth designs; social media, and web copywriting. Examples of all these initiatives are available upon request.

Beyond extensive subject matter expertise, Trevi has worked with multiple European-based energy firms that are establishing operations in the U.S. We've also supported several vertically integrated battery companies that were seeking to grow their domestic U.S. business.

Established media and analyst relationships

Through our work with and successes on behalf of industry clients, we have established a broad and reliable network of media and analyst contacts, based both in the U.S. and other countries (where many media outlets also have U.S. readers).

Our media database is segmented into multiple specialized categories, including top-tier business- and finance-focused, industry trades, technology, climate, manufacturing, etc. Lists are maintained and updated daily based on direct contacts, extensive research, article reviews and social media feeds, as well as subscription-based media tools. Trevi team members have a favorable reputation and broad recognition in the energy storage and climate tech industry and our contributions are well received by editors and reporters.

Dedicated team with direct senior management involvement

As part of the program, you will have the benefit of a dedicated team and direct senior management involvement. Gene Hunt will serve as the team leader with support from an account executive and one or more PR associates (to be assigned upon a formal engagement), all of whom bring deep experience in the energy storage sector. Additionally, external specialist resources can be integrated into the team on a project basis as needed (e.g. graphic design) and managed by Trevi.

This is our "A" Team for Pomega and will be involved in all account activities from the outset. It is our belief and practice that an experienced, dedicated team of 3-4 people working on fewer accounts can perform as well or better than larger agency teams servicing a greater number of accounts – and at a more favorable fee structure for the client.

Larger agencies have rigid accounting and timekeeping structures that often dictate who's doing what at any given time; i.e. which team member has billable time remaining. At Trevi, account service comes first. We do not rely on timesheets to determine levels of effort. We do not impose internal constraints on staffing or team contributions. Our guiding metric is a project completed, a deadline met, a job well done. Our approach can be characterized as "whatever it takes."

PR program management experience

All client PR programs are managed using a tracker system based on continuously updated shared Google Sheets, supplemented by the Asana project management platform. These trackers are segmented by activity area and provide detailed information for projects, deadlines, actions, and other process elements. As items are completed, they are color coded and remain on the tracker, so that year-to-date progress can be reviewed at any time.

As needed depending on client processes, Trevi can also use cloud-based collaboration tools such as Slack or Teams, in addition to the activity tracker. This enables real-time communications and updates to larger client groups without the need for excessive emailing. It is particularly useful in times of high activity, e.g. during preparations for a major event.

Conflicts of Interest

Our energy focus means we inevitably have clients in complementary sectors. This, in fact, brings advantages in our understanding of technologies, trends and the market. We are also one of only a small handful of PR agencies with energy storage as a prime specialization, making Trevi a “one-stop shop” for editors and reporters. There are no conflicts with Pomega among our current clients.

CLIENT REFERENCES

Below are three energy storage/renewables company references with contact information.

- **Demand Energy; ESS Inc.; Origami Solar (3x client)**
 - Erick Petersen, Chief Strategy Officer
 - erick@origamisolar.com
- **Redflow**
 - Mark Higgins, CCO and President North America
 - mark.higgins@redflow.com
- **Aggreko**
 - Sara Catsulis, Head of Marketing, North America
 - Sara.Catsulis@aggreko.com

PROPOSED PROGRAM

Top-level summary

- News release writing and dissemination (1-2 releases per quarter)
- Industry analyst relations (e.g. BNEF, Wood Mackenzie, S&P Global)
- Event coordination and support
 - Prepare and submit abstracts for speaking opportunities
 - Media interviews on site
- Content development: case studies, blogs, newsletters, bylined articles
- Industry award submissions
- Digital presence management; social media content
- Proactively pitch Pomega executives as thought leaders to comment on relevant topics
- Create and maintain account activity tracker across all performance areas
- Build out speaking opportunities/event calendar
- Prepare and deliver briefing sheets prior to interviews
- Monitor and highlight relevant opportunities across editorial calendars
- Research, curate, and deliver monthly coverage reports
- Manage 3rd-party projects with external resources as needed
- Crisis communications
- Media training

Marketing and PR are never “one-and-done” activities. To build a lasting reputation that supports company sales and growth, PR efforts must be programmatic and continuous. With that in mind, our plan will be multi-faceted to ensure that the right messages are communicated to the right audiences through multiple channels on a repetitive basis. Further, recognizing that our messages need to cut through the noisy mass media landscape, we seek to create and share creative, memorable stories that will help Pomega maintain momentum and reinforce your industry voice.

Following are specific elements of our proposed PR program.

Onboarding: Discovery and Message Development

We will work with you to refine and/or create key messages to ensure that the company’s value proposition is clearly articulated. We will develop a complete list of messaging points that will concisely communicate your vision, as well as audience-specific messages. We will review, and if needed, refine the Pomega “boilerplate” description and brand statement to be included in all materials, as well as determine content for a media kit/backgroundner, if needed.

In addition to creating or refining key messages and value proposition(s), we will also define the work process and establish protocols for inbound media requests, content approvals, etc.

Media Outreach

We will correspond with journalists and analysts on an ongoing basis to ensure that Pomega remains top of mind. We will proactively develop and pitch story ideas and interviews to journalists to help drive press coverage on topics that reinforce the company's (and CEO's) reputation and expertise; build awareness; and propel growth. Finally, we will work to secure invitations to submit bylined articles, and will offer, as needed, research, interviews with SMEs, and ghostwriting support. Once published, these articles serve as collateral pieces that can be distributed to contacts, posted online, shared on social media channels and used as handouts.

We utilize subscription-based online media databases that enable us to conduct research, monitor press activity and obtain up-to-date media contact details. Additionally, we engage with key reporters through social media, and pitch stories and respond to inquiries through X (Twitter).

We will also secure one-on-one interviews at industry conferences where media are in attendance, and provide briefing sheets on reporters and their questions prior to interviews.

Press Release Development, Distribution and Follow-Up

We will draft press releases as needed to keep Pomega product, project, and partner news in the media. In addition to using a wire service such as GlobeNewswire*, we will distribute press releases using tailored pitches directly to a targeted list of journalists. For every release, we will conduct media outreach to secure coverage and will pursue and facilitate press interviews.

**Please note that there is a separate fee to distribute press releases via a wire service.*

Planned Features (Ed Cals)

We will research various editorial calendars and create a calendar of opportunities to ensure that an SME from Pomega is considered as an interview source or contributor. Trevi's 20+-year history of working in energy storage and the relationships we've built add credibility and strengthen our pitches to industry media.

Speaking Opportunities

Working closely together, we will identify the marquee events at which to speak and pitch members of the Pomega management team as qualified expert presenters, with the goal of securing non-sponsored speaking slots at top-tier conferences.

Awards and Honors

We will analyze available opportunities and recommend the most relevant and impactful awards to pursue. We will partner with you to develop submission materials and nominations.

YOUR RESPONSIBILITIES

Program success is dependent on a collaborative effort that requires your company's direct involvement and a modest time commitment. Please be prepared to:

- Share information with us about your business operations, partners and team
- Respond promptly to media requests to ensure deadlines are not missed
- Review and approve content such as press releases, blog posts and other content
- Provide reasonable briefings with all necessary information points
- Be available for regular weekly or bi-weekly calls

DETAILS ON SERVICES OFFERED

News release writing and dissemination

- Manage news calendar, with goal of 1-2 releases per quarter (4-8/year)
- Maintain/build editorial contacts and calendars (trade, business/financial, regional, local)
- Confirm news items and timing for announcements
- Write/review/gain approval of releases based on briefing document and/or discussion
- Solicit quotes and/or content from third parties (e.g. partners, customers) when appropriate and coordinate external review/approvals and distribution
- Distribute releases via wire service as appropriate*
- Send releases individually to select media and analyst contacts in North America
- Maintain editorial dialogues and coordinate engagement
- Identify other PR opportunities and make recommendations
- Provide ongoing strategic and tactical counsel

* Additional external cost for wire distribution

Thought leadership pitching

- Proactively pitch Pomega executives to top-tier media as thought leaders, domestic battery manufacturing experts, sustainability advocates and commenters on relevant topics
- Leverage two-way working relationships with top-tier journalists to emphasize availability of Pomega CEO to provide timely commentary on a range of topics
- Collaborate as needed to produce contributed op-ed pieces aimed at top-tier media placement (e.g. NPR, CNN, Insider, CNBC, Forbes, TechCrunch, etc.)

Analyst relations

- Identify top-tier industry analysts (e.g. BNEF, S&P Global, Wood Mackenzie) for interaction and information sharing

- Engage with appropriate analysts to ensure non-sponsored inclusion in relevant reports

Event coordination and support; speaker's bureau

- Develop and maintain industry event calendar
- Provide recommendations on participation based on prior experience, audience, and budget
- Work with Pomega leadership team to engage with media at events, set up interviews, provide briefing documents, and follow up to ensure coverage
- Develop/refine content for speaking submissions and secure speaking slots as available

Content development: customer newsletters (1/quarter)

- Develop story ideas from recent news, events, announcements, projects, awards, etc.
- Create newsletter format and draft layouts using e-newsletter platform (e.g. MailChimp)
- Work with Pomega marketing team to distribute

Content development: blog posts (2-3/quarter)

- Identify topics and create posting calendar
- Interview SMEs and/or work from provided materials
- Draft and finalize content for website posting

Content development: case studies when available (1-2/quarter)

- Identify customer success story targets and create production calendar
- Interview each customer to gather relevant information: e.g. challenges, solutions, outcome
- Solicit testimonial quotes, project images, screen shots, other graphics as available
- Manage production to fit company layout guidelines and style; proof final version

Digital presence management; social media

- Develop strategy, content plan, including identifying hashtags, and create content calendar (text, images, links) to maintain active website/SEO, LinkedIn and X/Twitter presence to build engagement and grow followers
- Write 2-3 posts per week
- Manage content calendar and approvals
- Measure and report results on a monthly basis

Award opportunities

- Analyze opportunities and recommend most relevant and impactful awards to pursue
- Collaborate with marketing team to develop submission materials and nominations

Crisis Communications

- Perform a situation analysis and provide an impartial and objective view on any crisis
- Collaborate with Pomega management and comms team to discuss plans and responses

- Work collaboratively with Pomega and stakeholders to ensure timely response to public, media, and government interest (this could be outside of normal hours, including weekends)
- Provide support in researching available facts and details to support formulation of response
- Draft short holding statement(s), which outline briefly and factually the company's position
- Field incoming media inquiries and push out statements in coordination with Pomega
- Employ Pomega website and social media to deliver real-time messages for supporters, public, and media, which can reduce direct inquiries
- Set up and manage a press office; answering, responding and directing press inquiries, creating and managing the contact log
- If appropriate, draft and distribute press release(s) with updates on the current situation
- As knowledge of the facts develops (hours, days, weeks), consider how best to adapt holding statements into public/press statements
- Provide post-crisis evaluation

Media Training (note: there is an additional charge for this service)

Two- or four-hour sessions will place executives in a strong and confident position to actively engage with the media through interviews, press conferences or door-steps (media ambush). This course is practical and interactive, giving participants the opportunity to practice dealing with the media during realistic scenarios.

- In-person (or virtual) 2- or 4-hour class for up to 5 attendees
- Overview of trade and business media focus areas
- Why media is important
- Understanding journalists and the media's expectations
- How to work with media
- Do's and don'ts when speaking with media
- Practical interviewing techniques
- Common pitfalls and how to avoid them
- Mock Q&A sessions

Additional standard monthly activities

- Receive information requests from publications and handle or send along as needed
- Provide ongoing news scanning and forwarding for internal use, website and social media
- Track all ongoing activities and compile updates in a shared online document
- Conduct editorial opportunity research, monitor editorial calendars and follow up
- Organize and hold regular phone meetings (weekly or bi-weekly)
- Phone work, emails

EXAMPLES OF ENERGY CLIENT RESULTS

Media coverage

[ESS Inc. \(NYSE: GWH\)](#)

In 2021, ESS earned 222 total pieces of media coverage, including industry trades, broadcast, and 10 top-tier media articles. We wrote and distributed 22 press releases; organized 14 speaking opportunities; and pitched and coordinated eight podcast interviews. Many of those results can be found [here](#), [here](#) and [here](#).

In 2022, ESS earned 397 total pieces of media coverage, including industry trades, broadcast, and 21 top-tier media articles. We wrote and distributed 14 press releases; organized 30 speaking opportunities; and pitched and coordinated 4 podcast interviews.

[See ESS Inc. details below]

[LS Energy Solutions](#)

In October 2021, Trevi helped launch the company's new all-in-one inverter + storage platform, [AiON-ESS](#). The company had no internal marketing person at the time so we served as the outsourced team. Our work included multiple strategy meetings; naming and branding the product line; creating collateral materials; managing exhibit booth design and construction for RE+; and writing and pitching the news announcement. Example coverage [here](#).

[Intersolar and Energy Storage North America](#)

Trevi managed all publicity for these newly combined co-located events, writing and placing [12 news releases](#), vetting and managing the registered media list and informing them about conference activities. We attended the show in January 2022 and created a series of social posts to amplify attention. The result was the most successful event in its history (despite being postponed twice): 300 exhibitors on a sold-out floor and 4,500 attendees.

For 2023, Trevi again managed all publicity for these events, writing and placing [12 news releases](#), managing the media presence at the show, and attending and posting social media content. The result was a new attendance record: 8,000 people, as well as a sold-out expanded show floor.

Trevi is currently writing content pieces in support of the ISNA/ESNA conference, as well as taking a broader role in conference program development. Gene Hunt was named this year to the ISNA/ESNA [Advisory Board](#), a role that will continue in 2024.

Selection of top-tier media stories

October 2021

CNBC

[Bill Gates-backed ESS — which makes giant batteries out of iron, salt and water — starts trading](#)

October 2021

S&P Global

[ESS seeks to expand energy storage universe after stock market blastoff](#)

September 2021

Bloomberg Green

[Iron Battery Breakthrough Could Eat Lithium's Lunch](#)

February 2022

MIT Tech Review

[We're going to need a lot more grid storage. New iron batteries could help.](#)

February 2022

Grist

[This iron and water battery could power a more renewable grid](#)

February 2022

Washington Post

[Democrats' climate plan languishes, putting hundreds of billions in private investment on hold](#)

Other (non-energy) top-tier client coverage

January 2022

Wall Street Journal (for [Pioneer Consulting](#))

[Google, Amazon, Meta and Microsoft Weave a Fiber-Optic Web of Power](#)

November 2022

CBN News (for Pioneer Consulting)

['Point of Vulnerability': US Lags Behind the World in Protecting Millions of Miles of Undersea Cables](#)

February 2023

Wall Street Journal (for [RightHand Robotics](#))

[Companies Are Slow to Adopt Robot-Operated 'Dark' Warehouses](#)

February 2022

Forbes (for RightHand Robotics)

[As Competition To Automate Warehouses Heats Up, RightHand Robotics Raises \\$66 Million](#)

April 2021

CBS News (for [Vicinity Energy](#))

(This local broadcast story – proactively pitched – was syndicated to >25 other TV outlets)

[Cheesesteaks, French Fries To Power Philadelphia? New Partnership Turning Restaurant Grease Into Green Energy](#)

June 2022

Bloomberg (for [Braemar Energy Ventures](#))

[The Investors Putting Billions Into Climate Tech Don't Plan to Stop Now](#)

(Company's Managing Partner was quoted at the start of the story)

Contributed content (articles written by Trevi)

February 2022

North American Clean Energy

Client: [Electriq Power](#)

[What the Infrastructure Act means for clean energy and home batteries](#)

September 2023

Energy Storage News

Client: **Electriq Power**

[Energy storage can make community solar more financially resilient in wake of bank failures](#)

July 2023

Triple Pundit

Client: **Electriq Power**

[This Model Makes Energy Storage Accessible for People of All Incomes](#)

May 2022

Solar Power World

Client: [ESS Inc.](#)

[Better in the Long Run: How Utilities Can Leverage Long-Duration Energy Storage to Accelerate the Clean Energy Transition](#)

(see pp. 40-41)

February 2023

POWER Magazine

Client: **ESS Inc.**

[Curtailment Challenge: How Long-Duration Energy Storage Improves Solar Utilization and Delivers Immediate Carbon Reductions](#)

February 2023

POWER Magazine

Client: [Braemar Energy Ventures](#)

[Capturing the Opportunity: A Look at Carbon Capture and Storage](#)

March 2023

Triple Pundit

Client: **Braemar Energy Ventures**

[Invest in Climate Tech the Right Way to Make Money While Cutting Carbon](#)

December 2023

Utility Dive

Client: [CMBlu](#)

[CMBlu Energy's long-duration organic flow battery set for demonstration at national labs](#)

September 2023

Canary Media

Client: **CMBlu**

[Will this startup finally crack the code on flow battery tech?](#)

October 2023

North American Clean Energy

Client: [FlexGen](#)

[FFRA and ERCOT Ready the Texas Grid](#)

ENERGY SECTOR CLIENTS

These clients cover the gamut of clean, intelligent, and innovative energy technologies including utility-scale, C&I and residential energy storage (chemical, mechanical, thermal); EV battery technologies; DERMs, microgrids, demand management and building energy software; inverters and distributed power electronics; power plant control software; mobile power systems; grid emulation platforms; distributed energy financial software; and more.

Some of the firms Trevi has worked with in these sectors:

- Viridity Energy (now Ormat)
- Northern Power Systems
- Demand Energy (now Enel)
- Viking Cold Solutions
- Ice Energy
- Gridco Systems
- PXiSE (now Yokogawa)
- Power Standards Lab
- Electriq Power
- EnerNOC (now Enel)
- Northern Power Systems
- Aggreko
- LS Energy Solutions
- FlexGen
- Hydrostor
- Redflow
- Elexity
- TWAICE
- Access Intelligence (DEC)
- Convergent Energy & Power
- Aquion Energy
- Beacon Power
- CMBlu Energy
- Enchanted Rock
- Dynapower (now Sensata)
- Sparkfund
- LO3 Energy
- Younicos (now Aggreko)
- Merit Controls
- Microvast
- Origami Solar
- Quidnet Energy
- Braemar Energy Ventures
- Eos Energy Storage
- ESS Inc.
- Great Power
- Elpis
- Diversified Communications (ISNA/ESNA)

BUDGET

\$XXXXXX per month fixed retainer (can be adjusted based on modified SOW)

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