



Wanna Ride? **\$5,000 GIVEAWAY MAILER**

PROGRAM DETAILS

1. SAAL is offering insurance for the giveaway **FREE** of Charge
2. You will receive a Prize Board to display in your store
3. Customers must check their number in person
4. Customers have until August 31, 2010 to check their lucky number
5. Second chance prizes are encouraged, but not insured
6. In the event of a winner, please call the number for your prize package to verify the winner and initiate the claim process
7. You can change the models and add a line list on the back of the postcard to fit your inventory
8. Employees are not eligible
9. Mailing every Tuesday through August 24

WHAT WE NEED

- Your Customer list
- Your Employee list
- Coupon/Second Chance offer ideas
- Inventory to feature on your mailer

WHAT WE'LL DO

- We'll prepare your customer list
- We number the mailers
- We coordinate the winning number with the Insurance Provider
- We submit for pre-approval and file your claim

You will receive a prize board with the winning number to display in your store. We also encourage you to offer a "Second Chance" drawing for non-winning numbers (and use it to build your e-mail list!) You may also consider special prizes for closest to the lucky number, furthest "Not Even Close", etc. These prizes may be anything: key chains, shirts, DVDs, gloves, etc.

These extra promotions will dramatically increase response, and encourage come-backs from customers to check to see if they are still in the lead!



PREFERRED DIRECT MAIL VENDOR FOR AMERICAN HONDA MOTOR COMPANY

6528 Constitution Drive • Fort Wayne, IN 46804 • 260 432 7225 • Toll Free 866 722 5123 • Fax 260 432 8464 • www.saal.net