

# GOLDEN Giveaway! TICKET

## CAMPAIGN SPECS

### RIALTO Mailer

4/4 - 8.5" x 17" Self Mailer w/ Bleed  
Trifolded with an Offset  
perfed Golden Ticket



### FOCUS:

Golden Ticket Giveaway theme- get customers on the lot to drive dealership traffic

### GIVEAWAYS/PREMIUMS:

A Matching Number Cash Prize (treasure chest scratch off)- with 4 Cash Prize options- No Purchase Necessary, Everyone wins  
A winning Key attachment to a new car- one winner  
A Grand Prize Golden Ticket Winner- one winner

### CAMPAIGN ENHANCEMENTS:

Cash Prize Scratch off for Cash Prize Amount- (amounts determined by dealer)  
Car Key Attachment for Winner of a New Vehicle  
10 Golden Coins to every attendee- while supplies last

### SPECIAL INCENTIVE CONSIDERATIONS:

Bad Credit? No Problem!  
\$0 Down and 0% Financing  
100% Credit Approval Goal  
All Trade-Ins Welcome