

<FIRST>, IT'S FOOTBALL SEASON AGAIN

★ ABC DEALERSHIP'S ★

KICKOFF

THE SEASON EVENT

MONTH XXTH - XXTH

<First>,

We love football just as much as the next person so we want you to join us for the new football season during the **KICKOFF THE SEASON EVENT**. Enjoy low prices across the lot on all new and used vehicles.

Simply bring this mailer to Abc Dealership, match your gift card sequence number and have a chance to win up to **\$2,500 Gift Card Giveaway***. This amazing offer only lasts until <Month, Day 20XX>.

SAVE \$X,XXX
UP TO
ON SELECT MODELS
ONLY DURING THIS EVENT!



~~\$X,XXX~~ MSRP
- **\$XXX OFF**
SELECT MODELS
\$X,XXX



~~\$X,XXX~~ MSRP
- **\$XXX OFF**
SELECT MODELS
\$X,XXX

KICKOFF

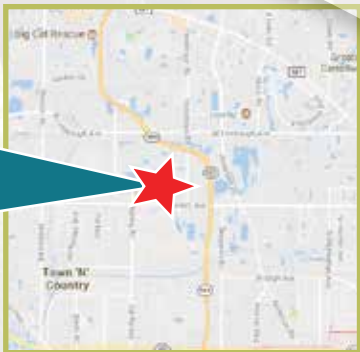
THE SEASON EVENT



ABC Dealership

555 Anywhere St.
Anywhere, US 55555
555-555-5555

www.abcdealership.com



MONTH
XXTH - XXTH

<FIRST>

come in for this event or visit your own personal webpage for an additional offer you can't resist!
<Name>.mypurl.us

Use Security Code: 2T9W

<FIRST>, YOU COULD BE THE WINNER OF A

\$2,500 Gift Card GIVEAWAY*

< Endorse >
< Name >
< Address >
< City >, < ST > < Zip >



Gift Card Exchange Program

<SEQ NO>

Bring this Gift Card to ABC Dealership, match the seq. no and receive your prize!

* CONTEST RULES AND REGULATIONS: Prize supplied by Abc Dealership. No purchase necessary. No submission to sales presentation or test drive required. Purchase does not increase chances of winning. Void where prohibited. Contest is open to (residents of/legal US citizens) who are 18 years of age or older and in possession of a valid driver's license. Employees of (Dealer, Broker, related sponsors) and immediate family members of employees or members of the same household are ineligible. Contest may be attended at Abc Dealership. Contest expires X/XX/XX at 7PM. Offer non-transferable. Winners must show proper I.D. along with this personalized letter or attached gift card. The winner will assume any federal, state tax and license liability that may be incurred. Any unclaimed prize will not be awarded. Grand prize is non-transferable, and will not be awarded until verified. All validly claimed prizes will be awarded. Employees of dealership and their families are not eligible to win.