

Sample Email Marketing Campaigns: 2012 Camaro Dream Giveaway / Promo Email #2

Subject: [Name], This Camaro has more horsepower than a Lamborghini...and you could win it!

Body Copy:

Dear [Name],

Imagine being handed two sets of keys...one for a [1969 Camaro SS/RS](#) and the other set is for a matching [2012 Supercharged Camaro SS/RS](#)! After you take the '69 for a spin you park it next to the '12 Camaro which you eagerly jump in and ignite! Once you realize you can easily break the speed limit in 1st gear your right foot starts to tingle as you locate the nearest track in your GPS. At the track you tell the guys, "This baby has 70 more hp than a Lamborghini Aventador!"

They want to know more... so you gladly explain that **SLP Performance** replaced the stock LS3 with their new ZL770 in order to produce **an astonishing 770hp!** Then you get out and show them the SLP custom wheels with ZL wheel center caps, ZL hood, Loud Mouth Mufflers and unique emblems before pointing out the short throw shifter (6 speed) and custom floor mats inside.

Well that dream isn't that far-fetched... because soon enough we'll draw the winning ticket for the [2012 Camaro Dream Giveaway](#) and one person will get a **1969 Camaro SS/RS** and a matching **2012 Supercharged Camaro SS/RS PLUS\$35,000 to help pay for taxes*!**

But the best reason to make a contribution is the fact that your tax-deductible donation will help support children's charities. And if you act now you'll get **5 BONUS TICKETS** with a donation of \$20 or more ([just use PROMO CODE: EM0412R before April 30, 2012**!](#))

[Kids Wish Network](#), the sole sponsor of this giveaway, is a 501(c)(3) charitable organization committed to infusing hope, creating happy memories, and improving the quality of life for children having experienced life-altering situations. Your tax-deductible donation will go to support Kids Wish Network's **HERO** program in over 160 hospitals nationwide.

On behalf of the Dream Giveaway team,

Mark Breiner

Actual Email:

To view this email as a web page, go [here](#).



2012
Camaro Dream Giveaway*
YOUR TAX-DEDUCTIBLE DONATION
HELPS CHILDREN'S CHARITIES

770HP

1969 CAMARO SS/RS 396
L78 396/375 HP
Rare Iconic Musclecar

SLP
Continuing Chevrolet's Classic Tradition

2012 CAMARO SS/RS
770HP SLP SUPERCHARGED
Ultimate "Sleeper" Supercar

GET 5 BONUS TICKETS TO HELP YOU WIN BOTH CAMAROS

WIN 2 HOT CAMAROS!
plus \$35,000 for taxes*

Enter Today At
WINTHECAMAROS.COM
Or Call **855-612-9900**

Dear Joshua,

Imagine being handed two sets of keys...one for a [1969 Camaro SS/RS](#) and the other set is for a matching [2012 Supercharged Camaro SS/RS](#)! After you take the '69 for a spin you park it next to the '12 Camaro which you eagerly jump in and ignite! Once you realize you can easily break the speed limit in 1st gear your right foot starts to tingle as you locate the nearest track in your GPS. At the track you tell the guys, "This baby has 70 more hp than a Lamborghini Aventador!"

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On behalf of the Dream Giveaway team,

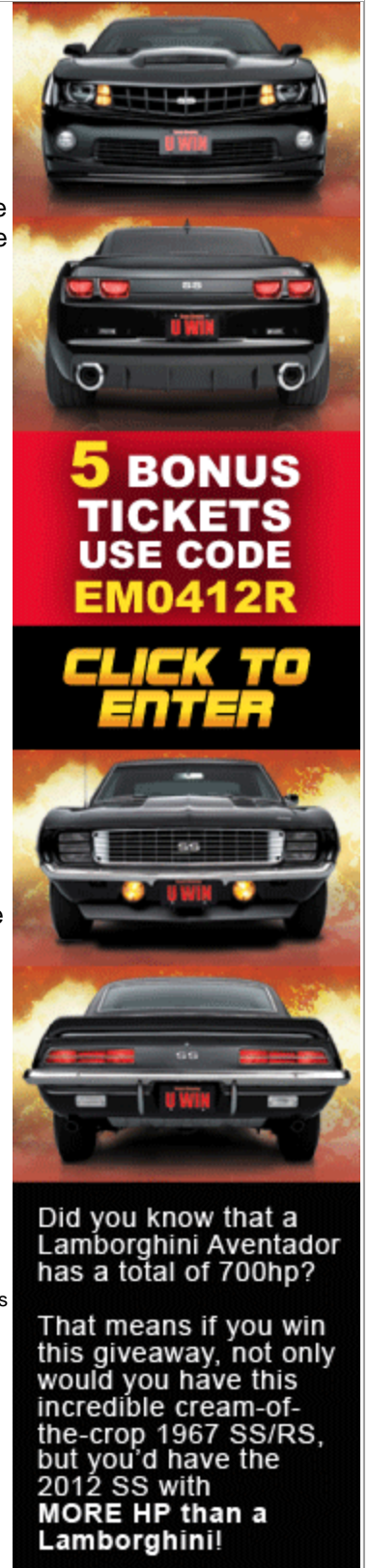
Mark Breiner
Chief Gearhead

Mark is an NHRA licensed drag racer, restorer and enthusiast and has competed nationwide. Winner of multiple classes, his cars have appeared on the pages of many magazines and have been featured on the TV shows American Muscle Car and NHRA Today.

*\$35,000 for TAXES applies to cash paid on behalf of winner for IRS withholding requirement; depending on winner's situation, additional taxes may be owed.

**This offer ends on April 30, 2012 at 11:59 p.m. EST.

To review the official rules for this giveaway, please [CLICK HERE](#).



**5 BONUS
TICKETS
USE CODE
EM0412R**

**CLICK TO
ENTER**

Did you know that a
Lamborghini Aventador
has a total of 700hp?

That means if you win
this giveaway, not only
would you have this
incredible cream-of-
the-crop 1967 SS/RS,
but you'd have the
2012 SS with
**MORE HP than a
Lamborghini!**



THE 2012 IS STOCKED WITH A ZL770 - 770HP BABY!

**YOUR TAX-DEDUCTIBLE DONATION
BENEFITS CHILDREN'S CHARITIES**

**HELPING
WORTHY
CHILDREN'S
CAUSES**

By entering the 2012 Camaro Dream Giveaway your tax-deductible donation to Kids Wish Network will benefit a variety of children's causes through your generous participation.

KIDS WISH NETWORK



Kids Wish Network, a federally recognized 501(c)(3) organization, is the sole Sponsor of this giveaway. Kids Wish Network is dedicated to improving the quality of life for hospitalized children.

As a result of this giveaway, Kids Wish Network will provide grants to the following organizations:



Camp Boggy Creek is a year round medical camp for children ages 7-16 who are suffering from chronic or life-threatening illnesses, at no cost to their families.



The Austin Hatcher Foundation for Pediatric Cancer provides specialized services to children with cancer, as well as their families, through Hatch's House of Hope.

TICKETS ARE \$3 OR LESS
CLICK TO ENTER



**➔ FORWARD TO
A FRIEND**

Follow us on:



This email was sent to: josh@joshuamonen.com

This email was sent by: Dream Giveaway, Inc.
19321 US Highway 19 N, Suite 605 Clearwater, FL 33764

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