

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

*Subject:* Here's How You Can Get 5 Bonus Tickets to Win 2 Matching Shelby GT500s!

*Body Copy:*

Dear Joshua,

The Mustang Dream Giveaway is back and better than ever! This year one lucky winner will take home 2 awesome Shelby GT500s plus \$50,000 cash for taxes!\* That's right...you could be the happy owner of a 1967 Shelby GT500 AND a matching 2012 Shelby GT500 if you enter today!

The new 2012 Shelby GT500 is everything you'd expect from Shelby and more. The winner of this car will be part of an elite group of supercar owners. Some of the unique features included in this beast are a Shelby Super Snake hood and wheels, quarter window and side scoops, Steeda shifter and suspension upgrades, and brushed metal door inserts.

And under the hood this awesome machine sports a supercharger upgrade provided by Ford Racing that generates an astounding, adrenaline pumping 750 horsepower, giving you an experience closer to flying than driving.

One lucky winner will also get the keys to a matching 1967 Shelby GT500, formerly on display in the Lingenfelter Collection Museum. You could have the best of 1967 and 2012 sitting in your garage all by simply clicking here to enter.

If you act now we'll throw in 5 BONUS tickets if you purchase \$20 or more (USE PROMO CODE EM0112M2). Remember you could win not one, but two Shelby GT500 muscle cars plus \$50,000 for taxes\*!

Enter today for your chance to win both Mustangs and help support a good cause at the same time. Your tax-deductible donation to WorldCause Foundation helps provide funding that will support our wounded veterans and other fine causes.

So what are you waiting for? This offer is only good through February 14, 2012.\*\* Enter by calling toll free: 877-700-U-WIN (877-700-8946) or go to [www.winthemustangs.com](http://www.winthemustangs.com)!

Good Luck, and thanks for your support!

Mark Breiner

Chief Gearhead

## Actual Email:

from: Dream Giveaways Emails noreply@dreamgiveaways.com

to: josh@joshuamonen.com

date: Tue, Jan 24, 2012 at 8:32 AM

**subject: Here's How You Can Get 5 Bonus Tickets to Win 2 Matching Shelby GT500s!**

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

**5 BONUS TICKETS - USE CODE EM0112M2**

**2012**  
*Mustang* **Dream Giveaway**

★★★★★★★★  
SUPPORT OUR WOUNDED VETERANS  
AND OTHER FINE CAUSES

**1967 SHELBY GT500**  
PROVIDED THROUGH A  
PROMOTIONAL PARTNERSHIP  
WITH THE  
**MAGNETO**  
COLLECTION

**2012 SHELBY GT500**  
ONE-OF-A-KIND 750HP  
SUPERCAR

**WIN BOTH MUSTANGS!**  
PLUS \$50,000 FOR TAXES\*

**ENTER TODAY AT**  
**WINTHEMUSTANGS.COM**  
**OR CALL 877-700-8946**

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Good Luck, and thanks for your support!

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.*


*\*\$50,000 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 February 14, 2012 at 11:59 p.m. EST.*



**GET 5  
BONUS TICKETS  
USE PROMO CODE  
EM0112M2**

**CLICK TO ENTER**



**GET 5 BONUS TICKETS** **CLICK TO ENTER** **USE PROMO CODE EM0112M2**

## YOUR TAX-DEDUCTIBLE DONATION BENEFITS OUR WOUNDED VETERANS AND OTHER FINE CAUSES.



WorldCause Foundation (WCF), the sponsor of this giveaway, is a 501(c)3 charitable organization dedicated to improving the quality of life for all inhabitants of this planet. WCF fulfills this mission by providing aid and support for humanitarian, environmental and wildlife causes. WCF provides grants to selected non-profit organizations that have a proven track record in accomplishments that further its mission.



### PARALYZED VETERANS OUTDOOR FUND

The Paralyzed Veterans Outdoor Fund provides our seriously injured heroes opportunities to enrich their lives through adaptive sports including hunting, fishing, and other outdoor recreational activities. The Paralyzed Veterans Outdoor Fund is just one of the charitable causes that benefits from your participation in the 2012 Mustang Dream Giveaway through grants from WorldCause Foundation. [Learn more...](#)



### HENRY FORD HEALTH SYSTEM: MEN'S HEALTH INITIATIVES

As a world renowned non-profit, health care organization, Henry Ford Health System has a strong commitment to the advancement of men's health issues. Its Vattikuti Urology Institute, a worldwide leader in developing advanced treatments for prostate cancer and other urologic diseases, is a vital cornerstone of that ongoing commitment. [Learn more...](#)

➔ FORWARD TO  
A FRIEND



This email was sent to: [josh@joshuamonen.com](mailto:josh@joshuamonen.com)

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

ExactTarget.  
Learn More →

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