

Sample Email Marketing Campaigns: 2012 Camaro Dream Giveaway / Preview Email #1

Subject: Introducing....the first ever Camaro Dream Giveaway - and a 50% Bonus Tickets Offer!

Body Copy:

Dear [Name],

Since you've been a loyal supporter of Dream Giveaways I wanted you to be one of the first to know about the new **2012 Camaro Dream Giveaway** (and also show you how to get **50% BONUS TICKETS!**).

For the first-time ever we're giving away a **1969 Camaro SS/RS 396** and a matching **2012 Supercharged Camaro SS/RS** (Plus \$35,000 for taxes*) to one lucky winner! And since you've supported our Dream Giveaways in the past, here's your special first peek offer... **50% BONUS TICKETS** (just **CLICK HERE** and enter **Promo Code EM0212R1**).

Check out this amazing prize package...

First, there's the classic **1969 Camaro SS/RS 396**...considered to be one of the finest examples of Camaro muscle ever built. This rare hot rod has under 26,000 documented miles and comes finished in triple black and features a 396/375 hp powerplant (super sport package)! **CLICK HERE** to get a closer look...she's beautiful!

As if a '69 Camaro weren't enough to write home about you'll also have a chance to win a matching **2012 Supercharged Camaro SS/RS!** We partnered with **SLP Performance** to create a supercar capable of overpowering any vehicle on the streets. The stock LS3 was replaced with a new **ZL770** in order to produce **770hp!** Not that you'll need 770 hp when driving down the highway but take it to the track (or an abandoned airfield) and let her rip! **CLICK HERE** to enter (Use **Promo Code EM0212R1 to get 50% bonus tickets!**)

As you know, the most important reason to support any of our Dream Giveaways is because your **tax-deductible** donation will help support great causes. The proceeds from the 2012 Camaro Giveaway will help support three amazing children's charities: **Kids Wish Network, Austin Hatcher Foundation, and Camp Boggy Creek**. All three charities are dedicated to bringing hope, creating happy memories, and improving the quality of life for children who've experienced life-altering situations.

Good luck, and thanks again for your support!

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

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

50% BONUS TICKETS - USE CODE EM0212R1

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

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

Dear Joshua,

Since you've been a loyal supporter of Dream Giveaways I wanted you to be one of the first to know about the new [2012 Camaro Dream Giveaway](#) (and also show you how to get **50% BONUS TICKETS!**).

For the first-time ever we're giving away a [1969 Camaro SS/RS 396](#) and a matching [2012 Supercharged Camaro SS/RS](#) (Plus \$35,000 for taxes*) to one lucky winner! And since you've supported our Dream Giveaways in the past, here's your special first peek offer... **50% BONUS TICKETS** (just [CLICK HERE](#) and enter **Promo Code EM0212R1**).

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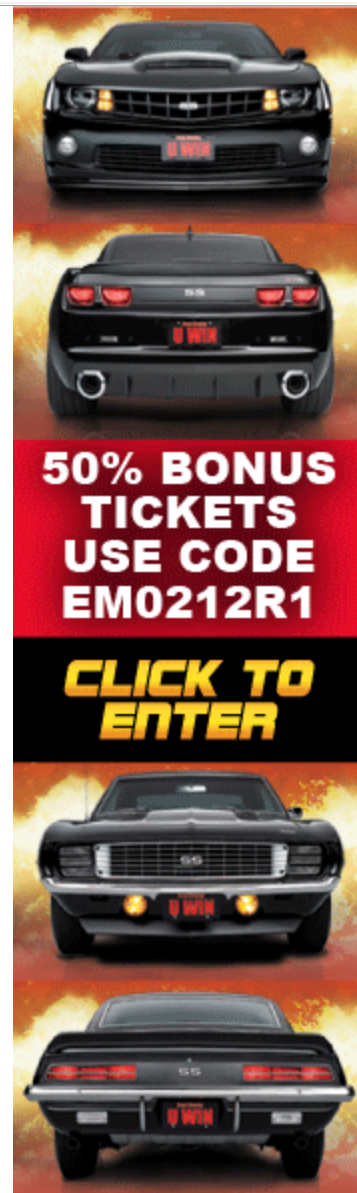
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Good luck, and thanks again for your support!

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.

**\$35,000 for TAXES applies to cash paid on behalf of winner for IRS withholding requirement. This offer ends on February 15, 2012 at 11:59 p.m. EST.*



YOUR TAX-DEDUCTIBLE DONATION BENEFITS CHILDREN'S CHARITIES

HELPING WORTHY CHILDREN'S CAUSES

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



Camp Boggy Creek

Camp Boggy Creek is a year round medical camp for children ages 7-18 who are suffering from chronic or life-threatening illnesses, co-founded by Paul Newman and General H. Norman Schwarzkopf.



Austin Hatcher Foundation

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



Kids Wish Network

Kids Wish Network is dedicated to improving the quality of life for hospitalized children. Kids Wish Network also provides grants to other selected non-profit organizations that have a proven track record of helping children.

TICKETS ARE \$3 OR LESS

CLICK TO ENTER



[↔ FORWARD TO
A FRIEND](#)

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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

ExactTarget.

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