

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

*Subject:* Good news our special private preview offer for the Camaro Giveaway has been extended!

*Headline:*

Make your own luck!  
Use Promo Code **EM0212R2** and get  
**50% BONUS TICKETS** to increase your chances of winning **BOTH CAMAROS!**

*Body Copy:*

Dear [Name],

Timing's important. Sometimes it's the right choice but the wrong time. Well today it's the right choice AND the right time to enter the new **2012 Camaro Dream Giveaway!**

That's because we've decided to extend the special preview offer for a few more days. So if you're considering entering to win this **1969 Camaro SS/RS 396** and the matching **2012 Supercharged Camaro SS/RS** (Plus \$35,000 for taxes\*) now would be a very good time to enter.

Why? Because if you enter by February 29, 2012\*\* and use **PROMO CODE EM0212R2** you'll get **50% BONUS TICKETS**...which means if you buy 100 tickets you'll get 50 more for free! And when we pick the winner you'll have more chances to win!. So **[CLICK HERE](#)** to enter now.

### **The Ultimate Camaro Giveaway**

One lucky winner will win a classic **[1969 Camaro SS/RS 396](#)**... considered to be one of the finest examples of Camaro muscle ever built. This rare hot rod comes finished in triple black, features a 396/375 hp powerplant (super sport package)!

The winner will also receive the keys to a matching **[2012 Supercharged Camaro SS/RS](#)**. We partnered with SLP Performance to create a supercar capable of overpowering any vehicle that crosses it path. The stock LS3 was replaced with a new ZL770 in order to produce an astonishing **770hp!** Add them together and that's a grand total of 1,145 Camaro horsepower!

Why do we do this? As you know, the most important reason to support our Dream Giveaways is because your **tax-deductible** donation will help support good causes.

Proceeds from the **2012 Camaro Dream Giveaway** will help support these amazing children's charities: Kids Wish Network (the sponsor of this giveaway), 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.

Your participation in the **2012 Camaro Dream Giveaway** will help benefit these deserving children.

On behalf of the Dream Giveaway Team,

Mark Breiner

## Actual Email:



**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 EM0212R2**

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

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

**Make your own luck!  
Use Promo Code EM0212R2 and get  
50% BONUS TICKETS to increase your  
chances of winning BOTH CAMAROS!**

Dear Joshua,

Timing's important. Sometimes it's the right choice but the wrong time. Well today it's the right choice AND the right time to enter the new **2012 Camaro Dream Giveaway!**

That's because we've decided to extend the special preview offer for a few more days. So if you're considering entering to win this **1969 Camaro SS/RS 396** and the matching **2012 Supercharged Camaro SS/RS** (Plus \$35,000 for taxes\*) now would be a very good time to enter.

Why? Because if you enter by February 29, 2012\*\* and use **PROMO CODE EM0212R2** you'll get **50% BONUS TICKETS**...which means if you buy 100 tickets you'll get 50 more for free! And when we pick the winner you'll have more chances to win!. So **CLICK HERE** to enter now.

#### **The Ultimate Camaro Giveaway**

One lucky winner will win a classic **1969 Camaro SS/RS 396**...considered to be one of the finest examples of Camaro muscle ever built. This rare hot rod comes finished in triple black, features a 396/375 hp powerplant (super sport package)!

The winner will also receive the keys to a matching **2012 Supercharged Camaro SS/RS**. We partnered with SLP Performance to create a supercar capable of overpowering any vehicle that crosses its path. The stock LS3 was replaced with a new ZL70 in order to produce an astonishing **770hp!** Add them together and that's a grand total of 1,145 Camaro horsepower!

Why do we do this? As you know, the most important reason to support our Dream Giveaways is because your **tax-deductible** donation will help support good causes.

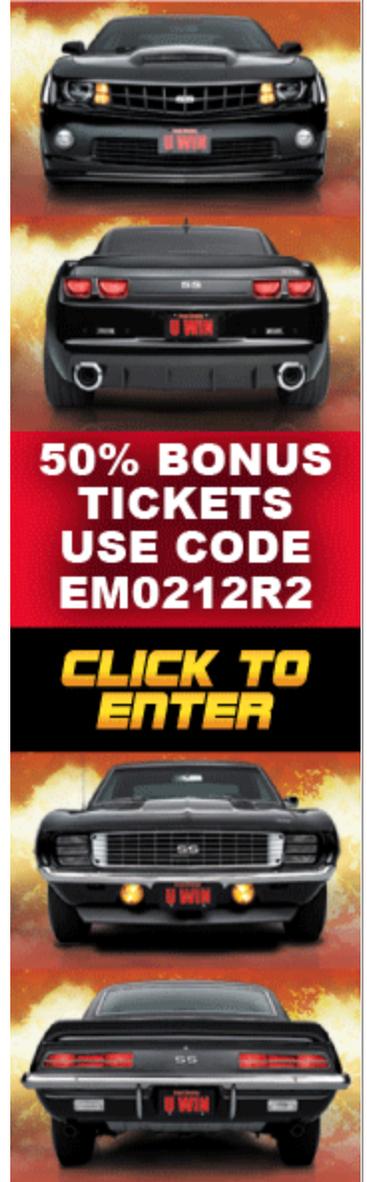
Proceeds from the **2012 Camaro Dream Giveaway** will help support these amazing children's charities: Kids Wish Network (the sponsor of this giveaway), Austin Hatcher Foundation, and Camp Boggy Creek. All three charities are dedicated to bringing hope, creating happy memories, and improving the quality of life for children who've experienced life-altering situations.

Your participation in the **2012 Camaro Dream Giveaway** will help benefit these deserving children.

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 money paid on behalf of winner for IRS withholding requirement; depending on winner's situation, additional taxes may be owed.

\*\*This offer ends on February 29, 2012 at 11:59 p.m. EST.

WANT TO GIVE A GREAT GIFT TO YOURSELF OR YOUR LOVED ONES?



CLICK ON THE DREAM DOLLAR GRAPHIC ABOVE AND GET YOUR DREAM DOLLARS GOOD FOR ANY OF OUR GIVEAWAYS.

The promotional offer of 50% BONUS TICKETS expires February 29, 2012



**50% BONUS TICKETS - USE CODE EM0212R2 [CLICK TO ENTER](#)**

## 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](#)

Follow us on:



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 →](#)

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [One-Click Unsubscribe](#)