

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

*Subject:* [Name], Over 124,000 Chevy fans voted for “The Best Chevy of All Time” ...And you can win TWO of them!

*Body Copy:*

Dear [Name],

When we started working on the [2012 Camaro Dream Giveaway](#), we wanted to create a truly remarkable prize package. Something every car lover would kill to own. So we began with what's considered to be one of the hottest-looking rides in the muscle car era...the legendary [1969 Camaro SS/RS!](#)

And apparently we aren't the only ones who feel this way about the '69 Camaro. As part of Chevrolet's Centennial celebration, fans were asked to vote for their favorite vehicle from Chevy's 100-year history. Out of 124,368 votes, the '69 Camaro edged out the '70 Chevelle to win the title of "**Best Chevy of All Time!**"

Featuring a 396 (L-78) powerplant (the most desirable powerplant available in the super sport package!) this baby generates a ground pounding 375 hp! And to help manage all this American muscle the '69 comes equipped with 4.10 posi-traction gears.

For the second half of the prize, we added 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 SLP ZL770 which produces an astonishing 770hp!**

**Kids Wish Network**, the 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 to Kids Wish Network will go to support their HERO program in over 160 hospitals nationwide. In addition, Kids Wish Network will provide grants to the following children's charities:

- Austin Hatcher Foundation
- Camp Boggy Creek

For as little as \$3 you can make a donation. Just [CLICK HERE](#) and we'll throw in **5 EXTRA BONUS TICKETS** with any \$20 donation when you use promo code **EM0312R!**

On behalf of the Dream Giveaway Team,

Mark Breiner

## Actual Email:

Subject: Joshua, Over 124,000 Chevy fans voted for "The Best Chevy of All Time"...And you can win TWO of them!

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



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

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

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

**GET 5 BONUS TICKETS AND HELP CHILDREN'S CHARITIES**

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

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

**1969 Camaro voted  
"Best Chevy of All Time"**

Dear Joshua,

When we started working on the [2012 Camaro Dream Giveaway](#), we wanted to create a truly remarkable prize package. Something every car lover would kill to own. So we began with what's considered to be one of the **hottest-looking rides** in the muscle car era...the legendary [1969 Camaro SS/RS!](#)

And apparently we aren't the only ones who feel this way about the '69 Camaro. As part of **Chevrolet's Centennial celebration**, fans were asked to vote for their favorite vehicle from Chevy's 100-year history. Out of 124,368 votes, the '69 Camaro edged out the '70 Chevelle to win the title of "**Best Chevy of All Time!**"

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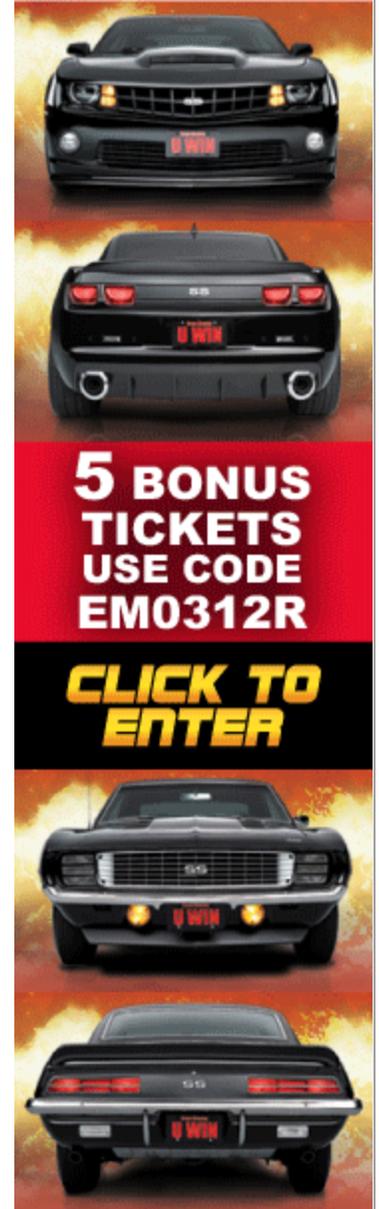
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On behalf of the Dream Giveaway Team,

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.*

P.S. Remember the **5 BONUS TICKET** special ends on March 25, 2012\*\*. So if you want to increase your odds of winning [click here to enter](#) and use **PROMO CODE**



EM0312R.

\*\$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 March 25, 2012, at 11:59 p.m. EST.

WANT TO SHARE THIS AMAZING PRIZE PACKAGE OF PURE CHEVY MUSCLE?



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

The promotional offer of 5 BONUS TICKETS expires March 25, 2012



1969 CAMARO VOTED BEST CHEVY OF ALL TIME!

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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