

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

Subject: [Name] THE MUSTANGS ARE BACK! - 1 WINNER GETS BOTH SHELBY'S

Body Copy:

Dear [Name],

The Mustang Dream Giveaway to benefit our wounded veterans is back for 2012...and it's better than ever!

Last year one winner received the keys to the world's only matching pair of Boss 302 Mustangs...one of them signed by Parnelli Jones. So how could it get any better? Well, just take a look at these two magnificent matching Shelby GT500s!

This year's classic 1967 GT500 is a museum quality raven black icon that has been on display in the coveted Lingenfelter Collection for the past 4 years. It's finished in striking Raven Black with red LeMans striping, features a 428 ci engine with dual 4-barrels and a factory roll bar, and sports Carroll Shelby's personal autograph. It's a true head-turner!

The matching 2012 GT500 is also finished in Raven black with red LeMans striping and matching side scoops. But looks aren't everything with this car! Under the hood this awesome machine sports a supercharger upgrade provided by Ford Racing that generates an astounding, ground-pounding 750 horsepower, making it a real bona-fide supercar! A ride in this beast will definitely get your adrenaline flowing!

And because you've supported our Dream Giveaways before, we're giving you a special limited time offer. Purchase any ticket package for \$20 or more and you'll receive an additional 50% TICKET BONUS to help increase your chances of winning. Just use Promo Code EM1111M when you enter to increase your ticket order by 50%!

Enter by calling 877-700-U-WIN (877-700-8946) or go to www.winthemustangs.com. Your tax-deductible donation to WorldCause foundation helps provide funding that will support our wounded veterans, Henry Ford Health Systems men's health initiatives, and other fine causes.

So go ahead! Take a chance! It's for a good cause. Besides you can't win if you don't enter...and you KNOW you want to win these two amazing Shelbys!!

Good luck, and thanks for your support,

Mark Breiner

Actual Email:

2012
Mustang Dream Giveaway

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

1967 SHELBY GT500
PROVIDED THROUGH A
PROMOTIONAL PARTNERSHIP
WITH THE
LINGENFELTER
COLLECTION

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

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

ENTER TODAY AT
WINNEMUSTANGS.COM
OR CALL 877-700-8946

Ford
RACING

Dear Lori,

The Mustang Dream Giveaway to benefit our wounded veterans is back for 2012...and it's better than ever!

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Good luck, and thanks for your support,

Mark Breiner
Chief Gearhead

SUPPORT OUR
WOUNDED VETERANS

WIN
BOTH
MUSTANGS!

USE PROMO CODE
EM1111M
FOR 50%
BONUS TICKETS

CLICK TO ENTER

➔ FORWARD TO
A FRIEND



YOUR TAX DEDUCTIBLE DONATION WILL HELP OUR WOUNDED VETERANS AND OTHER FINE CAUSES.

YOUR DONATION WILL SUPPORT THESE IMPORTANT CAUSES

By entering the 2012 Win the Mustangs Dream Giveaway your tax-deductible donation will fund grants that benefit veterans, health & conservation causes like these:



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 disease, is a vital cornerstone of that ongoing commitment. [Learn more >](#)

TICKETS ARE \$3 OR LESS
CLICK TO ENTER



This email was sent to: lori@dreamgiveaways.com

This email was sent by: UCI/Dream Giveaways
19321-C US Highway 19 N, Suite 605 Clearwater, FL 33764



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