

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

*Subject:* Enter to Win 2 GT500s and Discover Which Shelby Was Carroll Shelby's Favorite...

*Body Copy:*

Dear [Name],

When asked which Shelby was his favorite, Carroll Shelby said, "The next one." And that's how we feel about our favorite Mustang Dream Giveaway. Last year was amazing but this year's prize package is even better! You have a chance to win a 1967 Shelby GT500, a 2012 Shelby GT500 and \$50,000 for taxes!\*

The best part is your tax-deductible donation helps support our wounded veterans, Henry Ford Health System's men's health initiatives, and other fine causes.

This year's classic is a 1967 Shelby GT500 that has been preserved perfectly in the renowned Lingenfelter Collection for the past 4 years. It features a powerful 428 ci engine with dual 4-barrels and a factory roll bar. And it's finished in striking Raven Black with red LeMans striping and sports Carroll Shelby's personal autograph on the dash.

The 1967 Shelby GT500 was the first road-going Mustang to feature Ford's 428-cid V-8 "Police Interceptor." By 1967 consumers developed a maturing taste for high performance and Shelby successfully delivered the GT500 which proved that sports car philosophy and muscle car attitude were compatible.

As if winning this bona fide classic weren't enough we decided to also give away a matching 2012 Shelby GT500! This new, one-of-a-kind Shelby boasts a ground-pounding 750 horsepower...in other words there's enough power under the hood to destroy a set of tires in a single traffic-light burn-out!

Enter today to win both Shelby's and \$50,000 for taxes\* by calling toll free:

877-700-U-WIN (877-700-8946) or go to <http://www.winthemustangs.com>. Ticket donations are only \$3! And if you use the special PROMO CODE (EM0112M1) you'll get 5 Bonus Tickets with any \$20 donation or more!

Good luck, and thanks for your support!

Mark Breiner

## Actual Email:

from: Dream Giveaways Emails noreply@dreamgiveaways.com

to: josh@joshuamonen.com

date: Thu, Jan 5, 2012 at 6:33 AM

**subject: Enter to Win 2 GT500s and Discover Which Shelby Was Carroll Shelby's Favorite...**

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

**5 BONUS TICKETS - USE CODE EM0112M1**

**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  
**WINTHEMUSTANGS.COM**  
OR CALL **877-700-8946**

The advertisement features two Shelby GT500 cars, one from 1967 and one from 2012, both with black bodies and red racing stripes. The background is a stylized American flag. The Ford Racing logo is centered between the cars. The text is bold and red, with some elements in white and blue.

Dear Joshua,

When asked which Shelby was his favorite, Carroll Shelby said, "The next one." And that's how we feel about our favorite Mustang Dream Giveaway. Last year was amazing but this year's prize package is even better! You have a chance to win a [1967 Shelby GT500](#), a [2012 Shelby GT500](#) and \$50,000 for taxes!\*

The best part is your **tax-deductible** donation helps support our wounded veterans, Henry Ford Health System's men's health initiatives, and other fine causes.

This year's classic is a [1967 Shelby GT500](#) that has been preserved perfectly in the renowned **Lingenfelter Collection** for the past 4 years. It features a powerful 428 ci engine with dual 4-barrels and a factory roll bar. And it's finished in striking Raven Black with red LeMans striping and sports **Carroll Shelby's personal autograph** on the dash.

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As if winning this bona fide classic weren't enough we decided to also **give away a matching [2012 Shelby GT500](#)**! This new, one-of-a-kind Shelby boasts a ground-pounding **750 horsepower**...in other words there's enough power under the hood to destroy a set of tires in a single traffic-light burn-out!

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



**GET 5  
BONUS TICKETS  
USE PROMO CODE  
EM0112M1**



**CLICK TO ENTER**



**GET 5 BONUS TICKETS**

**CLICK TO ENTER**



**USE PROMO CODE EM0112M1**

## 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](#)

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

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



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