

Ski + Ride 4 Free

The Northeast's 2-1 Discount Ski & Gasoline Promotion www.skiridefree.com
A Customer Loyalty Program

Ski + Ride 4 Free, is a gasoline and ski promotion, a customer loyalty rewards program with more than 40 mountains participating; all with buy one get one free lift ticket discounts! Customers really look forward to this promotion and it's a great way of thanking them for patronizing your location(s), while increasing your gasoline and store sales.

Ski + Ride 4 Free is a solid 4 month winter traffic builder and an excellent means of directing gasoline sales to your location(s); because customers are required to enter your store to validate their coupon, this promotion is a terrific revenue builder for boosting additional store sales, i.e., beverages, food, lottery tickets, newspapers, thus increasing profit margins.

This is how the promotion works. Customers are given a *Ski + Ride 4 Free* coupon certificate; the requirements to validate the coupon are 3 gasoline purchases, and 3 "*Ski Free*" stickers stamps. Each gasoline purchase must be a minimum of 8 gallons or more, and from only participating locations; (one receipt is valid per day). Gasoline receipts are stapled to the front of the certificate, and one "*Ski Free*" stamp is affixed to the coupon. When the customer has obtained 3 gasoline receipts, and 3 *Ski Free* stamps, the coupon is then valid for a 2-1 lift ticket discount. Coupons can be redeemed one time only at any participating mountain. Each mountain is listed on the certificate with days valid, and any blackout dates they may have. *Most coupons are not valid during holiday periods, i.e., Christmas week, President's week.* All coupons must have 3 receipts, and 3 "*Ski Free*" stamps affixed to the coupon or the mountain will not honor the discount.

Promotions include *Ski + Ride 4 Free* coupon certificates, "*Ski Free*" validation stamps, a counter display, and a 18 x 24 full color window signs. Additional out door promotional store signs can be ordered for each location at a minimal cost. For your review I have attached 2 promotion sizes and cost fact sheets. Promotions will be available for shipping in mid November and coupons are valid until the end of the 2014 ski season. All participating store locations are listed on our website, www.skiridefree.com.

Also for your review I have attached a copy of last year's promotion.

Thank you for giving me the opportunity to present *Ski + Ride 4 Free*; and I look forward to answering any questions you may have, and also your decision on participating this year.

Best Regards,

Mary Jo Occhialino

Mary Jo Occhialino

Ski + Ride 4 Free

Driving In Sales to Your Location!

4+ Month Store Promotion

Valid From Mid November 2013 until End of Ski Season 2014

Less Than 5 Customers Pays For the Entire Promotion!

Dollar Return on Just 5 Customers \$432.00

Promotional Cost Breakdown

Per Day: \$3.22

Per Week: \$22.54

Total Store Investment

\$425.00

✓ Promotion Generates Gasoline Sales of \$43,200*

Estimated sales based on \$3.60* per gallon pricing, and 500 8 gallon Fill-Ups.

Dollar returns may increase or decrease based on daily gas pricing, and number of coupons redeemed.

Here Is How We Get There!

Let's Do the Math

A Minimum 8 Gallon Gasoline Purchase @ \$3.60* = \$28.80 x 3 Minimum Fill-Ups = \$86.40*

5 Customers with 3 Fill-Ups = 15 x 8 Gallons per Fill-Up = 120 Gallons = \$432.00*

Promotion Cost: \$425.00

Estimated Dollars Based on 500 Coupons x 3 Gas Fill-Ups per Coupon = 1500 Fill-Ups

1500 Fill-Ups x a Minimum 8 Gallon Requirement = 12,000 Gallons

12,000 Gallons @ \$3.60 per Gallon Returns \$43,200* Gasoline Sales*

Bill o' Fare Marketing

P.O. Box 3963 Albany, New York 12203

(518)489-0554 Toll Free (800)755-9706 Cell (518)229-6648-Fax (518)453-0101 E-Mail: mjocc@aol.com

INVOICE

Ski + Ride + Free 2014

(518)489-0554 (800)755-9706

Remit Payment To: Bill o' Fare Marketing
P.O. Box 3963
Albany, New York 12203

Standard Promotional Package Includes

500 Ski Free Certificate Coupons
1500 Ski Free Sticker Stamps
Counter Unit Display
(2) 18" x 24" Window Signs
Cost: \$425.00 (Per Location)

Coupon Reorders

\$25.00 (50 coupons) \$45 (100 coupons) + shipping
(Available upon request after original ship date)

Company/Store: _____
E-Mail: _____ Store Phone: _____
Store Manager: _____
Street Address: _____
City _____ State _____ Zip _____

No. _____	Location (s) x \$425.00	\$ _____
	Total Cost of P.O.P	\$ _____
	Shipping Per Location	\$ 13.00
	Total Balance Due	\$ _____

Final Payment Due on, or Before Delivery Thank You!

Ski + Ride 4 Free

Driving In Sales to Your Location!

4+ Month Store Promotion

Valid From Mid November 2013 until End of Ski Season 2014

Less Than 4 Customers Pays For the Entire Promotion!

Dollar Return on Just 4 Customers \$345.60

Promotional Cost Breakdown

Store Investment per Day: \$2.47

Store Investment per Week: \$17.29

Total Store Investment

\$325.00

✓ Promotion Generates Gasoline Sales of \$25,920*

Estimated sales based on \$3.60* per gallon pricing, and 300 8 gallon Fill-Ups.

Dollar returns may increase or decrease based on daily gas pricing, and number of coupons redeemed.

Here Is How We Get There!

Let's Do the Math

A Minimum 8 Gallon Gasoline Purchase @ \$3.60* = \$28.80 x 3 Minimum Fill-Ups = \$86.40.*

4 Customers with 3 Fill-Ups = 12 x 8 Gallons per Fill-Up = 96 Gallons = \$345.60.*

Promotion Cost: \$325.00

Estimated Gasoline Sales Based on 300 Coupons x 3 Gas Fill-Ups per Coupon = 900 Fill-Ups.

900 Fill-Ups x a Minimum 8 Gallon Requirement = 7,200 Gallons

7,200 Gallons @ \$3.60 per Gallon Returns \$25,920* Gasoline Sales*

Bill o' Fare Marketing

P.O. Box 3963 Albany, New York 12203

(518)489-0554 Toll Free (800)755-9706 Cell (518)229-6648-Fax (518)453-0101 E-Mail: mjocc@aol.com

INVOICE

Ski + Ride + Free 2014

(518)489-0554 (800)755-9706

Remit Payment To:
Bill o' Fare Marketing
P.O. Box 3963
Albany, New York 12203

Stimulating Business Package Includes

300 Ski Free Certificate Coupons

1000 Ski Free Sticker Stamps

Counter Unit Display

(1) 18" x 24" Window Signs

Cost: \$325.00 (Per Location)

Coupon Reorders

\$35 per 50 + shipping

(Available upon request after original ship date)

Company/Store: _____

E-Mail: _____ Store Phone: _____

Store Manager: _____

Street Address: _____

City _____ State _____ Zip _____

No. _____	Location (s) x \$325.00	\$ _____
	Total Cost of Out Door Signs	\$ _____
	Shipping (per location)	\$ <u>13.00</u>
	Total Due	\$ _____

Final Payment Due on, or Before Delivery Thank You!

Ski + Ride 4 Free 2014

Store Outside P.O.P

Store Contact: _____
E-Mail: _____ Store Phone: _____
Ship Address: _____
City: _____ State: _____ Zip Code: _____

\$25.00 (Cost) Snap Lock: 22" x 46" Horizontal
Quantity _____
Cost \$ _____

\$6.50 (Cost) Pump Toppers: 10 3/8" x 21 3/4"
Quantity _____
Cost \$ _____

\$6.50 (Cost) Pump Toppers: 14 3/8" x 29 3/8"
Quantity _____
Cost \$ _____

\$6.50 (Cost) Pump Toppers: 12" x 26"
Quantity _____
Cost \$ _____

*\$3.50 (Cost) Mini Pump Signs: 6" x 10"
Quantity _____
Cost \$ _____

*\$1.00 (Cost) Pump P.O.P 4"
Quantity _____
Cost \$ _____

Delivery Charge \$ _____ 13.00
Total Signage Cost \$ _____

*If you do not see your sign dimensions please call
(518)489-0554 or (800)755-9706*

*Please add \$13 delivery charge per location on signage *No delivery charge
Fax or E-Mail Store Quantities Fax 518-453-0101 E-Mail mjocc@aol.com*

Bill o' Fare Marketing P.O. Box 3963 Albany, New York 12203
(518)489-0554 Toll Free (800)755-9706 Cell (518)229-6648 Fax (518)453-0101 E-Mail: mjocc@aol.com