

Looking for a new creative way to boost your sales this year?

TRY PRIZE INSURANCE

How about offering your customers a refund on their purchases if it snows X inches on Christmas Day, or rains X inches on Independence Day, or reaches X temperature on Labor Day?

It's simple! Your customers come into your store and make a purchase during a specified sales period. Then, if it snows X inches on Christmas Day or it rains x inches on Independence Day or it reaches x temperature on Labor Day, then all your qualified customers will get a refund on their purchases, fully insured by us! You can choose to run the promotion based on Rain, Snow, or Minimum or Maximum Temperature and you can choose any time of year to run the promotion. Below are some examples.

JANUARY <i>"A Freezing First"</i> Promotion Period: 12/1-12/25 Weather Peril: Snowfall or Minimum Temperature Weather Trigger Date: New Years Day	FEBRUARY <i>"Hail to the Chief"</i> Promotion Period: 1/15 - 2/7 Weather Peril: Snowfall or Minimum Temperature Weather Trigger Date: Presidents Day	MARCH <i>"Let Spring Begin"</i> Promotion Period: 3/1 - 3/15 Weather Peril: Maximum Temperature Weather Trigger Date: First Day of Spring	APRIL <i>"April Showers Bring Big Savings"</i> Promotion Period: 4/1 - 4/23 Weather Peril: Rainfall Weather Trigger Date: April 30th	MAY <i>"A Mom-umental Deal"</i> Promotion Period: 4/15 - 5/1 Weather Peril: Rainfall or High Temperature Weather Trigger Date: Mother's Day or Memorial Day	JUNE <i>"Tie the Record on Father's Day"</i> Promotion Period: 5/15 - 6/7 Weather Peril: Rainfall or Maximum Temperature Weather Trigger Date: Father's Day
JULY <i>"Fourth Fever"</i> Promotion Period: 6/15 - 6/26 Weather Peril: Maximum Temperature Weather Trigger Date: Independence Day	AUGUST <i>"Beat the Heat"</i> Promotion Period: 7/24 - 8/8 Weather Peril: Maximum Temperature Weather Trigger Date: August 15th	SEPTEMBER <i>"Back to School Bash"</i> Promotion Period: 8/1 - 8/22 Weather Peril: Maximum Temperature Weather Trigger Date: Labor Day	OCTOBER <i>"Frost on the Pumpkin"</i> Promotion Period: 10/1 - 10/24 Weather Peril: Minimum Temperature Weather Trigger Date: Halloween	NOVEMBER <i>"Turkey Day Treasures"</i> Promotion Period: 10/24 - 11/15 Weather Peril: Snowfall, Rainfall, or Min Temperature Weather Trigger Date: Thanksgiving Day	DECEMBER <i>"White Christmas Payoff"</i> Promotion Period: 11/24 - 12/17 Weather Peril: Snowfall Weather Trigger Date: Christmas Day

Other Exciting Insured Promotion Ideas

SPORTS RELATED CONCEPTS



Game Experience! Consumers receive their purchases for free during an agreed upon sales period if during a designated game, the baseball/football feat occurs:

Football

- Opening Kickoff Returned for a Touchdown
- Shut Out
- Your Team Winning It All
- X number of interceptions

Baseball

- No Hitter
- Grand Slam
- Your Team Winning It All
- Back to Back Homeruns

THE LUCKY ENVELOPE GAME



Match & Win! Every customer who comes in and makes a purchase during a specified sales period will be entered into the contest. On one specific day, one lucky customer will be chosen to come in and play the lucky envelope game.

The customer will get the chance to pick two envelopes out of 15. Two of the envelopes will be seeded with the grand prize of a home makeover or a large cash value. Other envelopes can be seeded with secondary self-insured prizes. If the customer gets both envelopes that contain the grand prize, they win!