Draw numbers 0-9 on Game Day… or when all squares are filled!
Thanks Director Sara Bennett for sharing your plan!!

- I will be calling customers to start doing some strong customer service- into the conversation, I will tell them that I am doing a Super Bowl contest and that for every $10 they spend, they will get their name put in a square.
- I will also tell them the product value giveaways—$25, $50.. Total giveaways $150 retail product!!
- One additional thought- you are going to be giving a total of $150 in product away - your cost $75 if all of the squares are filled. If the score lands on a blank spot (if you haven't gotten a name for that square, then there's nothing given away)-
- However in addition, you might want to give a portion of the proceeds (if you fill all of the boxes... to the MKACF) and you are still way ahead of the game!

What I've found is that the biggest portion of women are bored to tears with the Super Bowl-they're at parties, etc, however, this gets them into the game if you have the time beforehand to call them and give them their numbers or make a copy of the filled out pool… hope this helps! Hugs, Sara

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Super Bowl

February 3, 2008

Mary Kay Customer Pool

PRIZES

1st Quarter: $25 product giveaway
2nd Quarter (Halftime): $50 product giveaway
3rd Quarter: $25 product giveaway
End of game: $50 product giveaway

TOTAL GIVEAWAY: **$150 retail product**

GIANTS

PATRIOTS										