

# MAC Stone Promotion

## MAC STONES

- 500 STONES
- 50 DIVISIONS
  - 1 SUPERVISION / DIVISION
  - 10 STONES
- ( 55% SINGLE PK  
35% CANTON  
10% SINGLE PAK )

need 20 - 22 prizes

\$100 / prize

Top 2 divisions win stuff - highest ~~sales~~ <sup>sales</sup> win

## STRUCTURE

DEC TDM mailer for MAC → DEC '03

Top Partner → ELLIPSE MESSAGE

VIDEOS for DIVISION MGRS

Art / Film

- Logo & PAKS
- SLUGS (ASK INSIDE, TAG LINES)
- T&N & SCW
- 

Steven DeVary

1-812-379-9227

Xt 1055

January Program

Need Green Buttons → ~~250~~ 3,000

Need Check Sheet for Clerks

\* 2 POINTS

(1) PRODUCT BENEFITS

(2) WEBSITE REGISTRATION for \$10 coupon