



Consumer Product Manufacturer	<ul style="list-style-type: none"> ❖ Offer this giant stocking sweepstakes promotion to retail stores in exchange for increased shelf space. It's a great way to draw consumer attention to your brand, boost excitement for a special sale, or other promotional event. ❖ Drive brand awareness with a customized promotion either by adding company premiums to one of our promotions, or ask us to create a promotion in the shape of your client's product.
Retail Stores	<ul style="list-style-type: none"> ❖ Increase foot traffic for your stores, or drive traffic to your Seasonal Aisle. ❖ Use information from entry blanks as a mailing list for future promotions. ❖ Make Sure Your Advertisements Get Noticed! Break away from the typical coupon. Place a photo of the Giant Holiday Promotion in your advertisement (we will provide the photo) and grab consumers' attention. Print the entry blank right in the ad, inviting consumers to your business for a chance to WIN!
Schools	<ul style="list-style-type: none"> ❖ Raise funds for team uniforms, or books for the library, by selling entry blanks for our Giant Crayon display. ❖ Use it as a reward for academic achievement or community service. Example: award students with an entry blank for every summer book they read. Keep the Giant Crayon on display as a motivational reminder. ❖ Customize it to promote the sponsor of a national book reading program or other charitable program.
Auto Dealerships	<ul style="list-style-type: none"> ❖ Put a Giant Christmas stocking or Baxter Bunny in the front seat of every family car in the showroom. Motivate shoppers to buy a car within the promotion period by giving away this giant prize with each purchase.
Restaurants	<ul style="list-style-type: none"> ❖ Reward loyal customers and/or increase visits with a chance to win a GIANT prize. ❖ Motivate new customers to come down to the restaurant on "kids" night by advertising an exciting holiday give-away.
Grocery Stores & Supermarkets	<ul style="list-style-type: none"> ❖ Boost participation in a frequent shopper card - or focus consumer awareness on some other in-store promotion - with this giant in-store display & sweepstakes event. ❖ Drive traffic to a particular aisle within the store for increased sales in a category.
Fundraisers	<ul style="list-style-type: none"> ❖ Raise funds for a favorite charity: Have a local newspaper photograph the winner and the sponsor standing on either side of the giant stocking.
Newspapers/Radio Stations	<ul style="list-style-type: none"> ❖ Increase advertising revenue: Offer the giant promotion to local businesses in return for advertising dollars spent. The business can each host an in-store give-away as part of a giant community wide event, with high visibility for the sponsoring newspaper or radio station.
Casinos & Bingo Halls	<ul style="list-style-type: none"> ❖ Decorate the Casino or Bingo with 8 stockings. Give people motivation to stay in and play by giving one away every two to three hours, requiring the winner to be present to win.
Banks/Credit Unions	<ul style="list-style-type: none"> ❖ Motivate families to open up a Christmas account by rewarding them with an entry blank for the World's Largest Christmas Stocking. The Giant Crayon is also popular for inspiring kids to learn about banking by opening up their own savings accounts.

Call 303-449-6200 ext. 118 to brainstorm how to address your client's specific promotional objectives. Check us out online at www.gorcp.com for more tutorials, selling ideas and more! ASI 83740 SAGE 50070 PPAI 110838