

## Program Components

### 1. Santa Claus Letters:

Santa Letters are supplied in an assortment of five (5) different versions designed to give the sender a variety of choices. The letters are available at the *Santa's Post Office* display, free of charge to all.

Each letter contains a holiday greeting from Santa addressing the recipient as "Dear Young Friend", etc. wishing them a wonderful Holiday Season. Letters serve as delightful surprises via US Mail to children of all ages.



### 2. Santa Claus Envelope:

The full-color Santa Envelope is integral in establishing who made the correspondence from Santa possible; the reverse side of each envelope reads:

**by Secret Agreement with**

<Dealership Logo Here>



### 3. Santa's Post Office Display:

As a showroom focal point, this free-standing, unit prominently displays the Santa Letters and Envelopes for customer selection.

This simulated Post Office fixture also includes a realistic Santa Claus Mailbox designed for collecting addressed letters from returning customers.

The display creates an appropriate addition to showrooms during the Holiday Season.

Display Dimensions: 36" wide x 60" high x 11" deep.



### 4. Introductory "How to..." Advertisements:

Success with "Letters from Santa" is predicated on the effectiveness of our custom designed selection of print advertisements and newsletter inserts. Content is designed to fit seamlessly with current GM Direct Mail, Newsletter and Print programs.

Sample copy:

*"Year after year, Christmas after Christmas, children the world over have been writing to Santa. Into these precious letters go the hopes and dreams of the very young. Do they really expect an answer? We think they do! Visit your neighborhood GM Dealership this Holiday Season and bring excitement and happiness to little ones wherever they may live.*

*"Now here's the proof that there really is a Santa! A letter to your favorite child signed by ole' Santa himself and bearing the world famous Santa Claus, Indiana postmark.*

*They're FREE! This complementary offer is our way of saying Merry Christmas to children of all ages!"*