

Program Schedule

"Letters from Santa" is a traffic generator spanning a seven week period beginning in mid-October and ending the first week in December. Our annual Postmarking Service begins two weeks before Thanksgiving. We suggest the following schedule for each participating location:

1. **Mid-October:** (or two weeks prior to opening of event) Launch the "How to Send a Letter to your Favorite Child" media campaign. Advertising content is designed to fit seamlessly with current GM Direct Mail, Newsletter and Print programs.
2. **November 1:** Have the *Santa's Post Office* display up with the assortment of free Santa Letters and Envelopes displayed for customer selection. Post Banners on walls, windows and/or floor stands.
3. **November 16:** (and periodically thereafter) Forward Letters returned to the display to our Postmarking Service in Santa Claus, Indiana for postmarking and mailing. Customers will have already addressed and stamped each letter. Use the pre-labeled shipping envelopes and easy-to-follow shipping instructions included in the supply kit.
4. **December 7:** Take down *Santa's Post Office* display and make final shipment of customer-returned letters to Santa Claus, Indiana for official postmarking.
5. **Or coordinate your dates with:**

*Holiday Grand Openings
New Product Introductions
Holiday Mailings*

*"Breakfast with Santa" Events
Holiday Open Houses
Charitable Functions*

Program Background

1. History

"Letters from Santa" originated in 1946 when founder, Milton Bromsley, visited a small town by the name of *Santa Claus*, situated in the southwest corner of Indiana. As so many other travelers have over the years, he was attracted by the famous name. He quickly learned the town had established a tradition of accommodating thousands of requests every year from parents and grandparents to have their individually written letters receive the local *Santa Claus Official US Postmark*.

Seeing this volume, Mr. Bromsley recognized the value of a Santa letter program as an idea expanded nationally. Always driven by the challenge of building foot traffic and resulting sales growth for each of his valued clients, he designed the "Letters from Santa" sales promotion as an effective traffic builder for progressive merchants in communities throughout the country.

Since those early days, *SCP Corp* has supplied thousands of retailers across the nation with this unique advertising promotion; with over 200 million Santa letters sold, "Letters from Santa" continues to generate increased sales and consumer goodwill in both large and small markets.

