# Super Bowl Sale!

## Get ready for the game & make a great plan by kicking off a Super Bowl Sale with your customers!!!

Call or e-mail all of your customers to let them know you are doing a Super Bowl Sale! Call men for Valentine's Gift Sales, too!

You can do this the weekend of the Super Bowl or take orders from now until kickoff on the day of the big game!

For every $10 in Mary Kay products that your customers purchase, you will put their name in a random square on the board below.

**Example**

They purchase $27, they get 2 squares (upsell to get to that third square!); $50, 5 squares.

The "_#" on the board represents the last digit of each team's score during the Super Bowl.

**Example**

Score: Visiting Team 35, Home Team 10; the customer at Visiting Team _5, Home Team _0 wins!

If the score doesn't change from one quarter to the next, a customer could win more than once!
You determine prizes at the end of each quarter, at halftime, and at the end; OR just at the end of the game.

Set a Goal to fill 2 boards! That's $2,000 in sales!!!

**Example**

End of Quarter 1—$15 MK Gift Certificate
End of Quarter 2, Halftime—$15 MK Gift Certificate
End of Quarter 3—$15 MK Gift Certificate
End of Quarter 4, Final—$25 MK Gift Certificate
(This example: $70 given away = $35 cost to you!)

AFC Team _____

| NFC Team | _1 | _2 | _3 | _4 | _5 | _6 | _7 | _8 | _9 | _0 |
|---|---|---|---|---|---|---|---|---|---|---|
| _1 | | | | | | | | | | |
| _2 | | | | | | | | | | |
| _3 | | | | | | | | | | |
| _4 | | | | | | | | | | |
| _5 | | | | | | | | | | |
| _6 | | | | | | | | | | |
| _7 | | | | | | | | | | |
| _8 | | | | | | | | | | |
| _9 | | | | | | | | | | |
| _0 | | | | | | | | | | |