



Mat Campaign 2017





MAT



CAMPAIGN



Introducing



8 week campaign

Starting Monday 3rd April – Ending Friday 26th May 2017

Winners announced Monday 4th September 2017

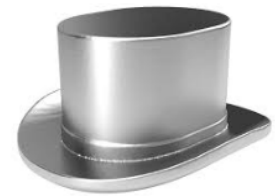
Everyone will be allocated their own playing token and player name

We will refer to you by your player name during play





Names and Tokens



Top Hat Hughes



Guitar George



Iron Carroll



Kitty Kylie



Speedy Shane W



Chopper Maybury



Mammoth Mark



Brenton Boot



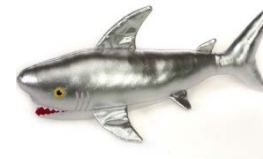
Barrow Barnes



Pengy Jen



AFL Dylan



The Great White



Names and Tokens



Kanga Green



Wayne O Wolf



Rasmussen
Rider



Diamond Hider



Salty Lopez



Jane Jet



Camera Matt



Samurai Scott



Alex the Lion



Butterfly Warren



Starfish Curtin



Names and Tokens



Mobile Michelle E



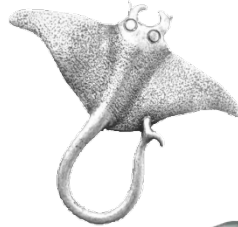
Panda Pace



Cobra Cronje



Joshua Bear



Ray Rose' Meyer



Koalie Smith



Soccer Shane T



Skater Steven



Zebra Lee



Trevor the Tiger



Ducky Diane



Double Decker
Marios



How it Works



For every standard, anti-fatigue or wet area mat you sell, you receive \$10.00 Monopoly money.

For every Logo mat you sell, you receive \$15.00 Monopoly money.

Plus The Bigger The Better:

- ✓ \$1.00 extra for a 6x4
- ✓ \$2.00 extra for a 10x3





How it Works



So what do I do with all this Monopoly Money??

You can cash it in for real a hard cash voucher of course.

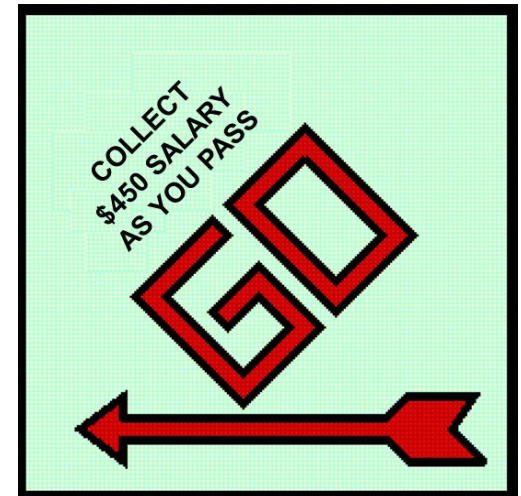
But.....

First you need to pass GO.....

But how do I pass GO???

You need to collect.....

\$450 Big Ones





How it Works



If you collect \$600 in Monopoly Money, you are automatically granted.....

Free Parking

Which makes you eligible for one of the major prizes!





How it Works



Every week there will be a Community Challenge.

This will be for example:

Who has the biggest increase in sales compared to the same period last year.

You will have one weeks notice for each Community Challenge.





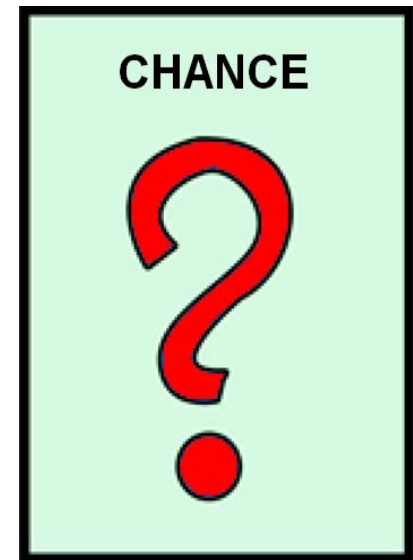
How it Works



If you are awesome enough to win the weekly Community Challenge.

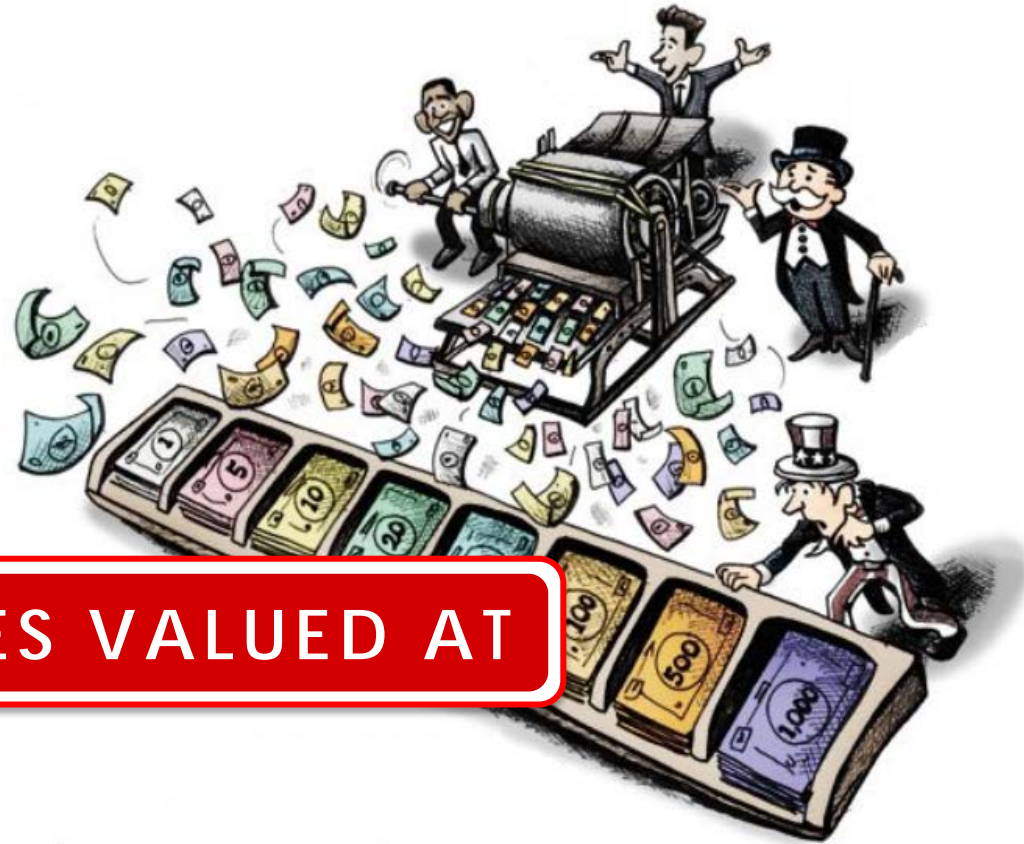
You can draw a chance card numbered 1-8

Each chance card has a random prize to the value of \$100 attached to it.





PRIZES



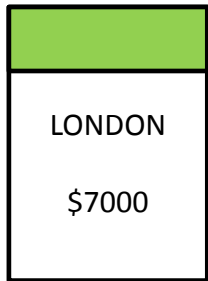
TOTAL PRIZES VALUED AT

\$15,000



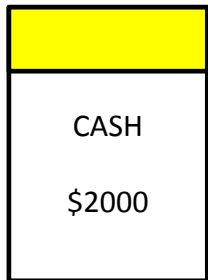
Prizes

Free Parkers Only

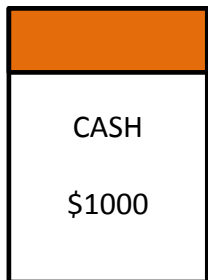


Top Player - most Monopoly Money collected
Trip to London for 2

- economy airfares
- 5 nights accommodation
- \$1000 spending money
- Valued at \$7000



Second Player - 2nd highest Monopoly Money collected
\$2000 Cash



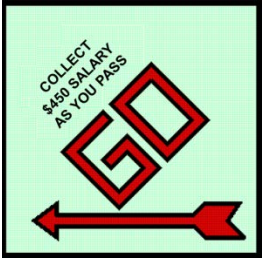
Third Player - 3rd highest Monopoly Money collected
\$1000

Confused?



LONDON \$7000
CASH \$2000
CASH \$1000

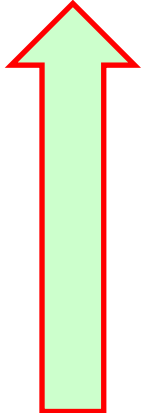
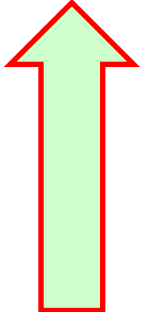
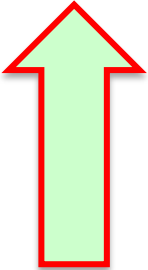
Free Parking
Collect \$600
Monopoly
Money
to win one of
the major prizes



Pass Go
Cash in your
\$450 Monopoly
Money
(cash voucher)



Weekly
Community
Challenge \$100
Random Prizes

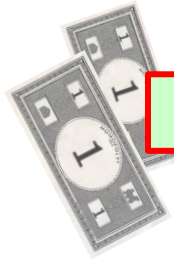
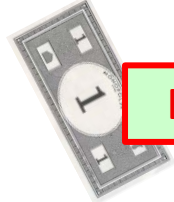


Standard, AF or
Wet Area Mat

Logo Mat

Extra for 6x4

Extra for 10x3





Breaking it Down



Monthly Gate in Mats	M Money if you reach month	M Money if you reach both months	M Money required per week	# Mats per week (5x3 standard)
16	\$160.00	\$320.00	\$40.00	4
To Pass Go				
23	\$230.00	\$460.00	\$57.00	5.75
To Free Park				
30	\$300.00	\$600.00	\$75.00	7.5





What Qualifies?



What qualifies for a mat sale?

- Selling mats to a new customer who have never had mats before
- Selling an increased number of mats to a current customer
- Selling mats to a current customer who has other AlSCO items but no mats

What doesn't qualify for a mat sale?*

- Current customers swapping mats for another style
- Current customers swapping mats for another colour
- Current customers swapping mats for a different size
- Current customers who have for example one 10x3 and you exchange for two 5x3

* Integrity checks will be made



Nuts and Bolts



Weekly update will be sent out every Monday afternoon (or Tuesday on a long weekend) while the campaign is running.

All data is taken from the New and Lost Business Report in Abel on a weekly basis.

You must ensure that every sale you make goes against your name in the system – VERY IMPORTANT.

Any disputes must be supported by data.

In the last week of the campaign, you can email me your signed contracts if they have not been installed.