

# Prizes can boost sales

*One manufacturer knows this and is offering 3 promotions, each with instruction kit, give aways and incentive specials*

**A**t least one manufacturer is going all out with a new promotional program designed to boost golf pro shop sales this year.

DiFini Originals and Knitwear is aiming its Pro/Motion 68 program, three separate promotions, a Lucky Locker Sweepstakes, a Mother's Day Prize Tournament, and a Father's Day Prize Tournament, at every pro. The merchandising promotions will offer prizes to the customers while providing complete kits with step-by-step instructions and incentive specials for the pro.

Lucky Locker Sweepstakes, the first contest, involves simply putting a numbered flyer that says you may already be the winner of a valuable prize, in every locker. The member takes the flyer to the pro shop and compares the number with those on prizes that are on display. If the numbers match, the prize is his.

The Mother's Day Prize Tournament can be run also with matching numbers or in conjunction with a Mother's Day Tournament if you have one at your club. Low scores could be the winners of the prizes in the latter case. In order to get the gal customers into your shop however, the contest will state that they have to sign in at your shop, and then come back to get the prize if they win.

The Father's Day Tournament is the same as the Mother's Day promotion, except it's for men only; fathers, husbands, brothers, etc.

DiFini will provide complete outfits for the promotions as prizes. The pro can add to the list of giveaways from his own inventory. The company is also providing outfits for the pro at special discounts and additional outfits at greater discounts based on sales made.

Included in each kit: free shop layout and display service; coordinated hangers with every outfit; specially designed prize tags; wall-type display hooks, and a certificate proclaiming your participation in the promotion.

The kit costs \$10, but is free if your orders total \$1,000 or more.

The promotion was designed by the company's agency, Alden Advertising Agency. □



**LUCKY LOCKER SWEEPSTAKES**

HERE'S YOUR LUCKY NUMBER

**AND YOU MAY ALREADY BE A WINNER!**

A drawing already has been held and valuable prizes selected.

They're on display at your Club Pro Shop NOW!

Prizes like nationally-famous *DiFini* Fairway Fashions and a host of others!

IF THE NUMBER SHOWN ABOVE MATCHES THAT ON ANY PRIZE - IT'S YOURS, FREE! THERE'S A WINNER FOR EVERY PRIZE!

COME DOWN TO YOUR PRO SHOP TODAY... NO PURCHASE NECESSARY... NO OBLIGATION!

REMEMBER - YOU MAY ALREADY BE A WINNER! IT'S PART OF

**ProMotion 68**

...and it's your Pro's way of saying, "Thank You!"

THIS CONTEST CLOSSES (Date)

Prizes will be drawn by mail and the prize money will be in the form of a cash bonus and will be awarded to the winner. Prizes are subject to change without notice. Prizes are subject to change without notice. Prizes are subject to change without notice.



**ProMotion 68**

**FATHER'S DAY PRIZE TOURNAMENT**

**JUNE 16, 1968**

**REGISTER HERE**

Illustration of golf balls and a golf club.