



“Letters From Santa” Sales Promotion

Thank you for considering the “Letters From Santa” promotional event. Since 1946, Santa Claus Publishing & Tees has helped community-minded marketers meet their holiday goals. Enclosed is information highlighting how “Letters From Santa” may fit into your plans this year.

- 1. Goal:** To increase November 1st through December 7th foot traffic, while providing customers with a truly unique community-relations service.
- 2. Description:** Here’s a heart-warming service provided to your adult customers enabling them to send colorful letters from Santa to their favorite children. Designed as a complimentary offer, “Letters From Santa” generates tremendous goodwill and builds awareness of your presence in the community.
- 3. Benefits:**

a. Increases Holiday Foot Traffic!

“Letters From Santa” is a proven program that brings customers into your store during the season when everyone’s in a buying mood. Participating patrons will make the following visits to your location:

➔ **Visit #1:** Your customers are first introduced to this event via the “How to Send a Letter From Santa to Your Favorite Child” Bag Stuffer which explain how the event works and reminds everyone where to return to participate.

➔ **Visit #2:** Return visits are made to select the colorful Letters and Envelopes at your specially prepared Santa’s Post Office Display.

➔ **Visit #3:** In order to receive the magic Santa Claus, Indiana Postmark customers return, once again, to deposit their addressed and stamped letters.



b. Generates Community Goodwill!

Here’s a truly unique way of building brand awareness in your market! All supplies carry your company logo and/or brand name so customers will remember who made this special treat possible. This complimentary offer is the ideal way of saying “Merry Christmas!” to everyone in your community.

c. Creates Excitement Through Participation!

Selecting and mailing a heart-warming letter to that special child captures the imagination and motivates each customer to participate. Customers coming into your location are focused and attentive as they visit Santa’s Post Office - what better way to create a lasting impression!

PROMOTIONAL SOLUTIONS FOR ALL SEASONS!

www.santaclauspublishing.net

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“Letters From Santa”

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) Begin distribution of “How to Send a Letter to your Favorite Child” Bag Stuffers in shopping bags, monthly statements or as handouts. Launch advertising with local media.
- 2. November 1:** Have your Santa’s Post Office Display up with the assortment of 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 your display to our Postmarking Service in Santa Claus, Indiana. Customers will have already addressed and stamped each letter. Use the pre-labeled shipping envelopes included in your supply kit.
- 4. December 7:** Take down Santa’s Post Office Display and make final shipment of returned letters to Santa Claus, Indiana for official postmarking. Use the easy-to-follow shipping instructions included in your supply kit.
- 5. Or coordinate your dates with:**

Santa Claus Photo Service
Holiday Grand Openings
New Product Introductions
Holiday Mailings
Fundraisers

Christmas Club Mailings
“Breakfast with Santa” Events
Holiday Open Houses
Charitable Functions
Other Holiday Events

Call Now!

Santa Claus Publishing & Tees is committed to making it easy for you to introduce “Letters From Santa” at your locations this year. Please call our Customer Service Center at 800.345.7624 or fax your request to 517.639.3451. It’s never too early to get started on one of your most profitable times of the year!

