



Bulgarian Ski Club

Presents

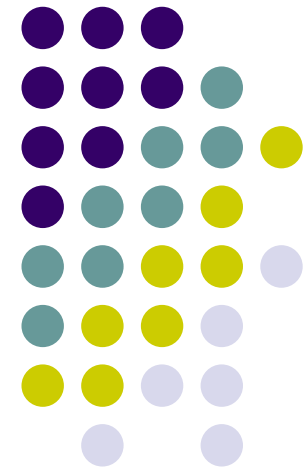
Grand Prize Draw

Takes Place 30 April 2010

Profit or Promotional Opportunity

Start Date 1 October 2009

www.banskoprizedraw.com



THE Business Promotion Opportunity



- Inexpensive sales incentive to attract more customers
- ***High Perceived Value Low Cost Promotion***
- Turnkey Solution
- Everything is done for you, no preparation
- Offer your customers incentive to try or buy your goods or services
- Full Point of Sale Support
- Easy operation everything is prepared for you
- Offers Unique Selling Proposition for promoter
- Full web support
- Ready made promotional packages from only £250





More Major Benefits

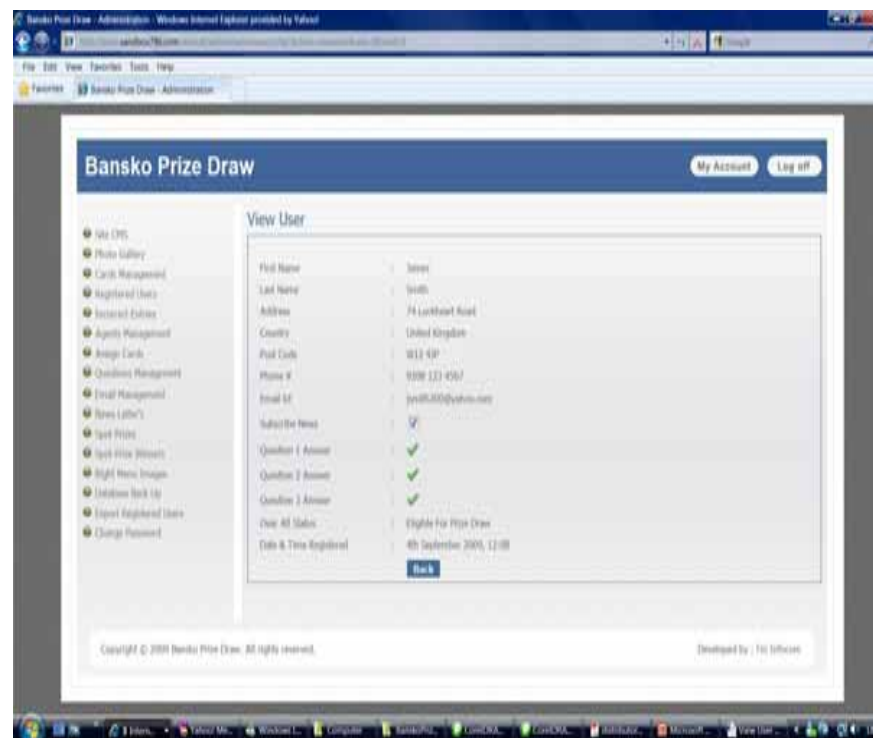
- You can advertise a BIG promotion
- If your customer is the winner you can publicise the fact, its your promotion
- Sits easily and enhances conventional advertising
- You can obtain the details of every person you give the card to
- We capture: name, address, telephone number and email of everyone who enters the draw
- We capture all that detail on registration and pass to you.
- You can now track the customers that ***DID NOT*** buy
- Easy to establish your own database
- We can track cards by participating outlets ensuring you get all your data
- Database exported in standard formats





Verified Data Capture

- You do not know who the customers are who have walked out.
- They must have some interest in your product as they came in. Don't lose them, stay in touch
- If you give them a Scratch Card **WE** do know who they are!
- These are potential customers now you can identify them easily with follow up calls or mail shots
- When they register you get all their details. Name, address, telephone and email.
- The easy way to know EVERYONE who enters your premises
- By entering the draw they are opting in to your database



Attract More Customers



- Restaurants, e.g. buy wine get free card
- Car Sales, test drive get a free card
- Estate Agents, free card with a viewing
- Bundle products get a free card
- Retailers, card on selected products
- Telemarketers offering incentives for surveys or appointments
- Beauty Salons, incentive on product
- Health Clubs, sports and fitness membership incentive
- Anyone advertising their products and services!
- The list is endless, suitable for all types of business
- Internet sites wanting to build traffic with virtual cards

Bulgarian Ski Club Prize Draw



- The Main Prizes:
 - 3 x Luxury Studio Apartments C402/C311/A109 Panorama Resort
 - All Fully Furnished to High Standard
 - All Notary fees paid
 - 1 Years Maintenance fees paid
 - Apartment values over £125,000
 - Return flight for apartment winners from UK
 - Apartment complete and can be inspected
 - Limited card sales per apartment



Instant Win Spot Prizes



- 6 x Free weekend stays in Panorama Ski Resort
- 20 x Dinner for 2 at local restaurants of choice to value £70
- 100 x Bonus Prize Draw Entries





How It Works

Bulgarian Ski Club Presents **Scratch and Win**
Your own fabulous luxury ski apartment in Bansko in our prize draw!



Scratch off the concealed unique code and enter our fabulous prize draw for a totally free apartment in the Panorama Ski Resort in Bansko, Bulgaria www.banskoprizedraw.com

- You offer a free prize draw to your customer
- The incentive is the call to action
- You give your customer a scratch card
- Cards will be accompanied by A6 flyer explaining procedures
- Customer scratches the panel and visits website
- Answers multiple choice questions and is entered into Prize Draw

Scratch and Win



- On reverse of card under scratch panel a 12 digit code number
- Customer goes to website www.banskoprizedraw.com
- Answers multiple choice questions (to comply with Gaming Act)
- Enters code number
- Enters contact details
- Entered into Draw under unique code
- Everything is simple and easy
- Receives acknowledgement that entry is accepted
- There can be no tie as each number is unique and secure
- Internet version will have codes downloaded instantly, entry procedures identical



1 3 4 5 6 5 4 0 8 9 6 0



To register for this unique prize draw you must go to

www.banskoprizedraw.com

To comply with the UK Gaming Act you must answer the questions provided, enter your details and you are then automatically in the Prize Draw on 30 April 2010

The Draw



- Will take place on 30 April 2010 for apartment prizes
- The draw will take place at solicitors office in Sofia with Notary present
- Winner will be informed by email or telephone
- Winners details published on the website
- Instant Winners will be notified online at point of registration and by email





Flyers Can Be Personalised

Win one of 3 Luxury Ski Apartments! Enter our Prize Draw Scratch and Win!!

You can win one of 3 luxury apartments in the fabulous Panorama Ski Resort Bansko, Bulgaria! The studio apartments are complete and can be inspected by visiting the resort. All are fully furnished and come with 1 years free maintenance. Also included are all Notary Fees (stamp duty). You are free to move in rent or sell the apartment immediately after you have won. Airfares from the UK are included for the lucky winners!



Better odds than the lottery by far!



Just 40,000 cards per apartment

No dosing Costs
No Notary Fees (stamp duty)
Odds of winning the Lottery

16,000,000 to 1

Odds of winning an apartment

40,000 to 1

To enter the draw go to www.banskoprizedraw.com. To comply with UK and EU laws, you will need to answer multiple choice questions, then enter your unique number on your scratch card and your personal details. You will then receive a confirmation email. of your entry, then sit back and wait!

Instant Prizes

Meals for 2 at selected UK restaurants
Weekend stays at Panorama
Bonus Draw Entries
And more!

Full terms and conditions can be found on our website
www.banskoprizedraw.com

Closing date for competition 30 April 2010



A6 Flyers for Panorama Prize Draw

Reverse side

Property Specifications

Flooring: Laminated Parquet
Walls and Ceilings Plaster and Latex
Kitchen and Bathroom Flooring Terra Cotta
Cable TV and Hi speed Internet
Electrical Radiator Heating
Furniture includes Bed, sofa
TV and Soft furnishing.

Facilities include:
Hotel reception
Lobby Bar
Restaurant
On Site Management
Shuttle Bus
Conference Centre

Ski Storage
WiFi Internet in Public areas
Laundry facilities
Terraces
Elevators
24/7 CCTV Security
Coffee Bar

Site Plan



Point of Sale Material Window Posters



Scratch and Win!!



Ski apartments and instant prizes worth over £120,000!!!

Get Your Card Here!



Limited number of entry cards per draw

3 Apartments
Instant Prizes
Bonus Options

www.bulgarianskiclub.com
Full terms and Conditions on website.
Prize Draw takes place 30 April 2010

- All window posters can be personalised
- Available A1 A2 A4

Standard Supply Generic POS (not customised)



- All participants will be supplied with the following included in the package prices:
 - 1 A6 flyer with each card ordered
 - 1 A4 poster per 50 cards ordered
 - 1 A2 poster per 50 cards ordered
 - Extra POS may be ordered at cost



Personalisation of POS

- A6 Double sided Entry flyers £50 per 1000
- A4 Posters per £82 per 20
- A2 Posters £110 per 50
- A1 Posters £220 per 50
- Tent cards DL 2 Sided 170gsm £45 per 100

Delivery on printed POS 10/12 days

Personalised scratch cards min 5000 19p

Delivery 4 weeks from artwork.

Notes for personalisation:

Customer may provide their own landing address, which will be directed to www.banskoprizedraw.com

All prices are delivery paid to UK address

Ownership of Property and Promotion



- Apartments are owned mortgage free by Bulgarian Ski Club Ltd who are operating the promotion on www.banskoprizedraw.com
- They are currently for sale and rent among others on website www.bulgarianskiclub.com
- All Deeds and Title will be displayed on the website
- All apartments are complete, fully furnished and available for inspection

Promotional Prize Draws for 2010



***Round The World Cruises
for Two***



Porsche 911



***More Luxury Properties around the
World***

More Details Soon