

Premiums. With 3 proofs of purchase, you can receive an event-themed prize free (i.e., Molson Indy Cap).

Donations Program. A donations program may be designed where money or supplies are donated to a cause for every purchase or use of a service. For example: Ivory Bar Soap will donate 5 cents to Special Olympics with every proof of purchase sent in by a customer.

Cross Promotion with Co-Sponsors. Cross promotions (a promotion where two non-competing, compatible products run a promotion together where both products benefit) are an efficient and cost-effective method of promoting the product and event. For example: Coca-Cola could run an Olympic cross promotion with General Motors and give away cars and soft drinks. (Test drive a G.M. product and receive a free 6 pack; send in six bottle tops for an entry to win a car.)

Point-of-Purchase Displays. Point-of-purchase displays (displays located in-store where the item is located at or near where the product is shelved) which associates the product with the event is a tactic that draws attention to the product in-store. For example: Weston Bakeries' Grey Cup display program had store managers building Grey Cup displays in their store with Weston Bread.

Sampling/Trial. Events provide an opportunity for sampling, trial or product demonstration.

Sales Force Incentive Program. Incentive programs designed around the event will push sales by the sales force.

Self-Liquidating Offer. A self-liquidating offer means that, with a proof of purchase and a specified amount of money, a customer can receive a high value item. For example: with 5 proofs of purchase of McCain's Orange Juice and \$5, a customer could receive an "Official Canadian Ski Association" Toque and Ski Gloves.