



# Promotions at a Glance



## COMMUNITY RECOGNITION PROGRAM

### COMMUNITY RECOGNITION PROGRAM:

Promote your store and Castle Building Centres within your community by participating with a charitable donation, team or event sponsorship or participation in a community promotional opportunity.

As part of the program, Castle will offer a reimbursement of up to \$1,000.00 per location for sponsorship, participation, or donation.

#### The program will be offered:

February 1<sup>st</sup> – September 30<sup>th</sup>, 2020.



## MEDIA ADVERTISING PROGRAM

### MEDIA ADVERTISING PROGRAM:

Connect with your local community, reach new customers, and achieve breakthrough advertising success with the power of advertising.

The Castle Media Advertising Program, offers members the opportunity for a subsidy for local promotion on radio, TV, billboard, and print. Advertise your store and brand name in products to your community and beyond and be eligible for up to \$1,000.00 towards your media buy in conjunction with participating vendor partners.

#### The program will be offered:

April 1<sup>st</sup> – September 30<sup>th</sup>, 2020.

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**FEBRUARY 1<sup>ST</sup> – SEPTEMBER 30<sup>TH</sup>, 2020**

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**APRIL 1<sup>ST</sup> – SEPTEMBER 30<sup>TH</sup>, 2020**



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# Contests at a Glance



## WEEKEND WARRIOR CONTEST:

The Castle Weekend Warrior Contest is back by popular demand giving your customers the chance to win a Weekend Warrior Grand Prize valued at approximately 25K.

The Weekend Warrior Contest includes one grand prize which is awarded nationally.

The lucky winner chooses from three amazing weekender prizes; A Sporty Fishing Boat, A Comfortable Travel Trailer or a Slick Touring Motorcycle.

The contest will be advertised nationally in print, television and on the web.

Participation includes, in-store ballot and/or entry cards, poster and digital graphics so you can promote the contest in-store and online.

Contest Open May 1<sup>st</sup> – August 1<sup>st</sup>, 2020.

**Participation Fee:** \$499.00

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**MAY 1<sup>ST</sup> – AUGUST 1<sup>ST</sup>, 2020**

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## THE GREAT CANADIAN FALL HOME RENOVATION CONTEST:

The Great Canadian Fall Home Renovation contest offers your customers the chance to win \$5,000.00 in products or services to put towards a home renovation.

The contest will be promoted nationally online and in print and prizes will be redeemed at the participating Castle Building Centres location.

The contest will run from September 14<sup>th</sup> – November 13<sup>th</sup>, 2020 and will be open to all Castle customers who enter at participating Castle locations.

**Participation Fee:** \$199.00

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**SEPTEMBER 14<sup>TH</sup> – NOVEMBER 13<sup>TH</sup>, 2020**

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