

*Targeted Brands that Sell!*

# 2014 PROMOTIONAL CALENDAR

**DBI**  
DISTRIBUTION



# 2014 PROMOTIONAL CALENDAR

*A targeted approach to growing 2014 sales!*



## FEB/MARCH PROMOTION- Mix N' Match Sale

Mini Thin 25/50 Pkts, MT Xtreme, Super Stingers

*Buy 8 Cases Get 1 Case Free, Buy 15 Get 2 Free, Buy 20 Get 3 Free, Buy 30 Get 5 Free*



## APRIL/MAY PROMOTION- Mix N' Match Caffeine Sale

357 Magnum Packets, 44 Magnum Packets

*Buy 8 Cases Get 1 Case Free, Buy 15 Get 2 Free, Buy 20 Get 3 Free, Buy 30 Get 5 Free*



## JUNE/JULY PROMOTION-

1. Top Gun Packets

*Buy 5 Cases Get 1 Case Free Sale*

2. Mini Thin 25/50 Packets

*Buy 8 Cases Get 1 Case Free, Buy 15 Get 2 Free, Buy 20 Get 3 Free, Buy 30 Get 5 Free*



## AUGUST/SEPTEMBER PROMOTION - Mix N' Match Sale

Bottles Sale - 357 Magnum & MT 25/50 ONLY

*Buy 8 Cases Get 1 Case Free Sale*



## OCTOBER/NOVEMBER PROMOTION -

44 Magnum Packets

*Buy 5 Cases Get 1 Case Free Sale*



## DECEMBER PROMOTION-

All Energy Products (exception of bottles)

*10% Off Sale*



# 2014 Promotional Calendar Details

A Targeted Plan for Targeting Sales!



## QUICK FACT

- Promotions can not be combined with any other offers
- This information is for broker use only and should be used to promote the products to increase sales in your territories.
- Please do not distribute this paperwork to anyone but employees of your company.
- Let's build upon last year sales and use these promotions to promote, promote, promote & REAP the SALES BENEFITS!

## QUICK FACT

- A week before the promotion begins, DBI Distribution will send a mass mailing out to all customers to tout the promotion.
- If you have customers that you do not want to have included on our mass mailings, please let our office know immediately!
- Half way through the promotion we will send a reminder mailing to all customers letting them know that the promotion is about to end.



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