



JIC'S *Ultimate* Proposal Contest

CALLING ALL RETAILERS!

SIGN UP FOR JIC'S ULTIMATE PROPOSAL CONTEST

Join Jewelry Information Center (JIC) and its participating sponsors in the nationwide search for the best proposal story. The Ultimate Proposal Contest, launching February 15th, provides you with an opportunity to effectively maintain customer relationships after the all-important engagement ring purchase. By encouraging customers to share their proposal stories, and reminding them to return for future jewelry purchases, you can leverage JIC's national contest to help generate sales while developing life-long customers.



PRIZES FOR PARTICIPATING RETAILERS:

- A grand prize, including a beverage center (*courtesy of GE Money valued at \$1,000*), will be rewarded to the retailer who refers the winning story.
- Prizes for the top 10 sales associates who refer the most customers to enter their proposal stories
- A grand prize for the sales associate with the most referrals
- JVC Red Flag Legislation DVD will be given to the first 10 retailers to sign on to the contest (*valued at \$105*)

CONTEST BENEFITS:

Retailers that sign on to participate in the contest by February 5th will receive:

- National media exposure
- National consumer visibility
- One of your customers can win a prize package, including a trip to Santorini, Greece and platinum jewelry
- A digital kit of high-value, simple-to-use promotional materials including:
 - Email template
 - Counter card
 - Postcard/Bag stuffer
 - Digital logo and link for contest promotion on your company website and social media platforms
- Inclusion in marketing materials and promotion on participating sponsor websites such as:
 - www.jewelers.org
 - www.JIC.org
- Listing as a participating retailer on the wedding website, www.OneWed.com



To participate, visit www.jewelers.org or see next page.



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CONTEST AGREEMENT

To participate in the Ultimate Proposal Contest – and be eligible for its many prizes – please complete the form below and fax it to 866-907-1864. The form is also available online at www.jewelers.org.

I agree to:

1. Promote the contest to my customers using at least one of the four provided marketing elements.
2. Motivate my staff to promote the contest to their customers!

Retailer Name

Website

JA Member ID#

Number of store locations

Street Address

City, State, Zip

Phone

Email

Contact Name

Title

Signature

Date

QUESTIONS?

Please contact Amanda Gizzi at agizzi@jewelers.org or call 646-658-5811.



GE Money

www.JIC.org/proposalcontest