

BIG Rewards Program— You Qualify Simply Through PARTICIPATION!

Social Media Incentive for Individuals

We want to offer an incentive for you to join these sites and follow our activities, and we think that the best way to do that is to offer BIG rewards.

Beginning the first month we air on HSN, and for the duration of our first season on HSN, we will give away \$300 worth of gift certificates for our online store. **There will be at least one winner every month, and more than one if enough people demonstrate interest and participation.**

At the end of our first season, we will give away one Martelli LaCresta Premiere work station and cutting table, along with a complete cutting package (rotary cutter, blades, ruler, mat and instructional DVD). This amazing piece of equipment is the state-of-the-art piece of equipment that every quilter needs, and can be yours just for your participation.



We want this to be fun for you and us, so we have come up with a sort of social media scavenger hunt. This incentive program is intended for individuals only. Other groups—e.g., guilds—will have their own incentives for joining us on social media.

How To Qualify

To qualify for this BIG Rewards Program, just follow these easy steps.

1. **Like** us on Facebook.
2. **Follow** us on Twitter.
3. **Subscribe** to us on YouTube.
4. **Notify us when you have completed all three steps**, by completing a brief, survey. To do this, go to www.martellinotions.com and complete the ‘Social Media/Big Rewards Qualifying Survey’. OR, use the direct link to the survey:

<http://survey.constantcontact.com/survey/a07e41oe5m1gopv3wgw/start>

Make sure that you include your contact information so we can get in touch with good news if you are selected for BIG Rewards!

- **We will confirm that you are qualified** when you have completed these three steps. Those who are qualified on all three social networks will remain qualified, so you will only have to complete qualification once. However, you must still be qualified (i.e., active on all three social media sites) at the time of the drawing to be eligible.
- **Participation is the key.** Once you are qualified, we hope you will be active in the dialog on these sites. Awarding of prizes will be solely at the discretion of Martelli Enterprises, and will be based on both quality and quantity of participation on our social media sites.
- **Winners will be announced via eNewsletter.** You can make sure you are signed up by completing a contact form on our web site, www.martellinotions.com.

This will require just a little work. If you don’t have one already, you will need your own account for each service. Account setup is easy, and so is finding us. We have made it even easier with our **Social Media Cheat Sheet**.