

2016
PICK-UP
• YOUR TRUCK •
SWEEPSTAKES



Your Customer Could be the Lucky Winner of a Fully Loaded Ford F250 Diesel Pick-Up Truck

Promotion dates: **August 1 - September 30, 2016**



Sweepstakes

All US and Canadian residents, 18-years or older, can enter the 2016 Delo® Pick-up Your Truck Sweepstakes at DeloPromotions.com for the chance to win the Grand Prize of a 2016 Ford F250 Diesel Pick Up Truck valued at \$68,000 or one of ten First Prize packages of Delo gear valued at \$150 each. Limited to one entry per person. Entrants can obtain additional entries when he/she shares a promotion link with a friend. See complete Sweepstakes description and rules at DeloPromotions.com.

Benefits for Lubrication Marketers

- The Delo Pick-Up Your Truck Sweepstakes is a significant effort that builds brand recognition and sales throughout the U.S. and Canada.
- The Delo Pick-Up Your Truck Sweepstakes gives you an exciting promotion to share with your Delo commercial, retail and installer customers.
- Execution of this promotion encourages positive customer engagement and recognition at your customer's locations.
- FREE marketing support for your customers highlights how you and Chevron support the Delo brand.

Use the promotion as an engagement, brand building and volume growth tool.

Delo
Let's go further.™

Who Can Participate in US and Canada

Retailers
OE Dealers
Truck Stops
Heavy Duty Repair Shops/Installers
Heavy Duty Quick Lubes

How the Promotion Works

All Lubrication Marketers will receive an email with digital assets to support this promotion.

- Web banners for your website
- Counter card (Print locally for your retailers)

These materials will direct Delo customers to the Sweepstakes entry site where they can register for a chance to win the great prizes offered in this exciting Delo promotion.

See complete Sweepstakes rules at www.DeloPromotions.com

A Chevron Company Product

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