



# rainbow<sup>®</sup> Dream Month

OCTOBER 2015

## CAMPAIGN RULES & GUIDELINES – U.S./CANADA

- There will be two (2) special reporting features we are asking everyone to follow for this program. The first report is for your dealers. After their third demo on any Saturday, we would like each dealer to call their ESD/ISC or Distributor as instructed to officially register into the Grand Prize drawing for \$10,000 towards a Chevy Spark or \$10,000 (USD). This will add some excitement to your organization and give your dealers some added recognition by talking directly to someone in authority as they qualify for the drawing. The second report is for distributors. We are asking that you report your organization's Dream Month activity by November 9, 2015 to qualify for this contest and competition.
- All RGDs and Satellites worldwide are expected to pledge their support for this special October 2015 Rainbow Dream Month worldwide competition and to participate in and contribute to this promotion.
- This contest will be sponsored by Rainbow Distributors and Rexair will collect \$100 from each RGD and Satellite on behalf of your organization to help pay for the grand prize. Included in your packet is a form with payment instructions for your organization's contribution(s). You can pay for yourself and your Satellites and then collect from them or you and your Satellites can each pay Rexair directly toward the contest fund. Rexair will supply the five U.S./Canada Rainbow awards being offered.
- All Dealer Drawing and Dream Month Cup Tracking Forms must be received by **Monday, November 9, 2015** to be eligible for entry in the car and Rainbow/Power Nozzle drawings for each market.
- Winners of the \$10,000 towards a Chevy Spark or \$10,000 (USD), Rainbows/Power Nozzles and Rainbow Dream Month Cup will be announced on or around **Monday, November 16, 2015**. There will be one Grand Prize winner in the U.S./Canada Market and one Grand Prize winner in the International Market. There will be 5 runner-up winners in the U.S./Canada Market and 5 runner-up winners in the International Market. The Grand Prize winner in each market will receive up to \$10,000 (USD) towards a Chevy Spark or another car of their choice or a \$10,000 (USD) Cash Award. The five runners-up in each market will receive a Free Rainbow and Power Nozzle – 5 for U.S./Canada and 5 International for a total of 10 Rainbows and Power Nozzles to be given away worldwide.
- All dealers who conduct **3 or more demos** on AT LEAST ONE Saturday during October 2015 Dream Month will receive at least **3 tickets** in the Grand Prize Drawing. After a Dealer qualifies for the drawing with 3+ demos on any Saturday, every other demo conducted and sales on any of the five Saturdays in October will also add one additional entry for them into the drawing. The **first dealer who is drawn 3 times** will win the car or cash grand prize award. The **next 5 dealers who are drawn 3 times** will win one of the Rainbow and Power Nozzle awards offered in each market.
- All sales and demos conducted during this campaign must meet these definitions: A demo is defined as: The complete Rainbow System is demonstrated in the home to a potential customer who is able to purchase the product if they choose to. A sale is defined as: A sale that is sold in the home to the ultimate consumer where the Rainbow will be used for normal housecleaning chores that is expected to clear financing and a dealer sales commission will be paid.
- It will be the responsibility of each distributor to purchase and pay for the Rexair prizes featured (or substitute similar items locally) to the winning Dealers within their organization.
- Rexair reserves the right to substitute any and all Grand Prize awards based on vehicle model, style and availability.