



# Gasoline Rebate Program



Unique Marketing Concepts, Inc.





### **Terms & Conditions**

- 1. Gas registration is only redeemable when all requirements have been met.**
- 2. Only this original registration form will be accepted, and it must be mailed in by the original certificate-holder. No photocopies or duplicates of registration form or voucher will be honored or acknowledged.**
- 3. Only one (1) registration form may be redeemed per person for the duration of this promotion. Voucher will be mailed to you within 30 days of receipt of your registration form.**
- 4. Only original machine printed gas (leaded, unleaded or diesel) sales receipts with a legible machine printed date from a fuel retailer will be accepted.**
- 5. The maximum rebate voucher value per month is \$10.00 (U.S.). Original receipts under \$10.00 will only be fulfilled at face value. Qualifying receipts exceeding \$10.00 will be worth a \$10.00 rebate. No future credit will be issued or accrued.**
- 6. Only one (1) receipt and rebate voucher mailed in per month will be honored. If multiple receipts are submitted in any given month, only the receipt with the highest gas purchase total (up to \$10.00) will be honored for that month. Additional vouchers and receipts sent in within the same one month period will not be acknowledged or returned and will be declared null and void.**
- 7. Submissions of receipts and rebate vouchers must be postmarked no later than 7 days after your gasoline purchase.**
- 8. Rebate vouchers have no retail value and will not be accepted by fuel retailers as payment. *International Rebates, LLC* is not affiliated with any oil or petroleum retailers.**
- 9. This offer is void where prohibited by law.**
- 10. Allow 6 to 8 weeks for delivery of your rebate check.**
- 11. This registration form and rebate vouchers will not be replaced if stolen or misplaced.**
- 12. This offer is not valid for the employees (or their families) of the sponsor of this promotion.**
- 13. Incomplete, illegible, or non-compliant submissions will not be acknowledged, processed or returned. No replacements will be issued.**
- 14. Offer valid only in the United States and Canada. No rebates will be mailed to addresses outside the United States or Canada. Canadian receipts will be paid in the equivalent of \$10 Canadian dollars.**
- 15. All fulfillment of this offer is not the responsibility of the merchant.**
- 16. This program is for promotional use only and is non-transferable. It cannot be sold to the end-user.**


**Do not rely on any representations other than those stated within this offer.**



GRAND INCENTIVES

## How To Use:

1. Completely fill out and mail Gas Rebate Registration Form by the activation date:



**GRAND INCENTIVES**

# Official Gas Rebate Registration Form

CERTIFICATE CODE: **GRGI401106**      CERTIFICATE NO: \_\_\_\_\_      PROGRAM EXPIRES: **05/31/2008**

Completely fill out this registration form. Registration must be postmarked no later than activation date. Allow 6 - 8 weeks for processing. Offer subject to terms and conditions. Only one gas rebate registration form may be redeemed per person, address or household.

Your Gas Rebate Registration must be activated by: **xx/xx/xx** \_\_\_\_\_

Participating Sponsor: \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Day Phone (\_\_\_\_) \_\_\_\_\_ Night Phone (\_\_\_\_) \_\_\_\_\_

E-mail Address (REQUIRED) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_



2. Recipient receives their 1<sup>st</sup> Gas Rebate Voucher .
3. Recipient mails in their Gas Rebate Voucher along with their original machine printed gas sales receipt postmarked no later than 7 days after their gasoline purchase.
4. Grand Incentives mails recipient first \$10 rebate check with another Gas Rebate Voucher to repeat the process the following month.

The diagram illustrates a 4-month cycle of receiving and mailing Gas Rebate Vouchers and original machine printed fuel receipts to receive a \$10 rebate each month. The cycle is labeled as follows:

- 1<sup>st</sup> Month:** Recipient receives a Gas Rebate Voucher and mails it in with their original machine printed gas sales receipt.
- 2<sup>nd</sup> Month:** Recipient receives a Gas Rebate Voucher and mails it in with their original machine printed gas sales receipt.
- 3<sup>rd</sup> Month:** Recipient receives a Gas Rebate Voucher and mails it in with their original machine printed gas sales receipt.
- 4<sup>th</sup> Month:** Recipient receives a Gas Rebate Voucher and mails it in with their original machine printed gas sales receipt.

**4 months x \$10 = \$40 in Gas Rebates**

**Original machine printed fuel receipt**

Gas Rebate Voucher

I have enclosed my original machine printed gas (leaded, unleaded or diesel) fuel retailer sales receipt.

Gas Rebate Voucher

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Gas Rebate Voucher

I have enclosed my original machine printed gas (leaded, unleaded or diesel) fuel retailer sales receipt.

Gas Rebate Voucher

I have enclosed my original machine printed gas (leaded, unleaded or diesel) fuel retailer sales receipt.

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Day Phone: \_\_\_\_\_ Night Phone: \_\_\_\_\_  
 E-Mail Address: \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Certificate Code: GRGI400206

**Hess Express 09206**  
**8604 E. State Rd. 70**  
**Bradenton, FL 34202**

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**Invoice #0000536**  
**Date 060206**  
**Time 05:20 PM**  
**Sequence# 0536**  
**CREDIT Acct#**  
**XXXXXXXXXXXX5400**  
**Exp. Date 0708**

Pump	Gallons	Price
5	15.54	\$2.779
Product	Amount	
ULL REG	\$43.20	

Thank you For Shopping at  
Hess

# Answers to common Questions



## **What is the expectation of my customers experience?**

Very Good. Once your customer registers the Gas to Cash Card they are sent their 1st voucher. The customer sends the voucher and a \$10.00 or more proof of purchase receipt to the fulfillment center. The customer will receive a \$10.00 check and the 2nd voucher. The process continues and the customer is reminded of the process with each voucher received.

## **What happens if a customer has a question or would like to know the status of their check?**

The customer can simply call our customer service number and will be helped by one of our professional agents.

## **Do rebate offers really work?**

Beginning in 1970, enthusiasm for rebates continues today. In 2005, consumers redeemed 5 billion in rebates worth \$3 billion. And for marketers, rebates remain an effective method of stimulating product sales, driving in-store traffic, creating new retail points and collecting consumer data that can be used for bounce back offers...

Promo Magazine

November 1, 2007 Jerry Weiss

## **What are the different ways my customer can receive the Cash to Gas Card once they qualify?**

It's Simple!

### **1. If you require a \$100 spend per visit;**

- A. Company Representative can distribute the card to the customer
- B. Customer takes \$100 register tape to service desk for distribution

### **2. Use your loyalty card and spending is tracked over four weeks;**

- A. The retailer sends us a file of all who qualify and we will mail Gas to Cash Cards for an additional fee of \$0.50 per qualified customer. Fee includes postage and handling.



GRAND INCENTIVES

# Gasoline Rebate Program Escrowed by



# Chicago Title

- A Fulfillment Agreement will be provided to client outlining all fulfillment responsibilities for the Gas Rebate program detailing responsibilities of Chicago Title and Grand Incentives.
- Client will pay all invoices directly to Chicago Title for all rebate product purchased.
- Chicago Title will maintain, control and administer the rebate reserve account for International Rebates, Inc. (Grand Incentives company).
- GI will provide Chicago Title a daily approved list of customer redemptions meeting all program requirements for distribution of funds.
- Chicago Title approves all rebate distributions for the 12 month period of the redemption cycle.



## Gasoline Vouchers Used to Draw in Tourists

**MINNEAPOLIS -- In the latest gimmick to persuade people to ignore the nation's high gasoline prices and get into their vehicles for summer vacations, an Associated Press report notes that tourism officials in Iowa and South Dakota are offering gas vouchers to potential tourists. So are bed-and-breakfast operators in Wisconsin, and even vacation towns including Aspen, Colo.; Branson, Mo.; and Virginia Beach, Va.**

However, according to the American Automobile Association, the ploy may not be necessary. Although national gas prices are up 75 cents in the past year, demand is also up 1.5 percent.

"In textbook terms, you'd think prices would affect demand, but it doesn't," Dawn Duffy, spokeswoman for AAA Minneapolis, told AP. "Actions speak louder than words, but that doesn't keep people from complaining about this."

The Travel Industry Association of America estimates that summer travel nationwide will increase about 1 percent over last summer, although that could change if prices get over \$3 a gallon.

The institute reports there are free fuel offers in at least 20 states.

**The biggest program is under way in South Dakota, where the state tourism office is mailing 35,000 vouchers worth \$20 each to potential visitors in Minnesota and nine other states, but South Dakotans themselves don't qualify.**

**The "Twenty Bucks for the Road" offer was originally planned for only 3,000 vouchers, but tourism officials said they were stunned by the demand. They're no longer taking applications for vouchers.**

"It turns out that the promotion was announced just as gas prices started spiking," Billie Jo Waara, who oversees the program for South Dakota Tourism, said in the report. "It helped put South Dakota on the map."

The program was primarily planned to promote ethanol-blended fuel and the state's tourist attractions -- not as a promotion to stop a decline in visits to the state, she said.

"Tourism is a big business in South Dakota, and the affordability of gas is a constant worry in the business," Waara said.

In Iowa, the Kum & Go convenience store chain and the state tourism office is offering gas cards worth \$50 to people who sign up online or at the state's 20 Welcome Centers. While 1,500 people have entered online, only 23 gas cards will be distributed.

"We simply wanted to encourage people to travel to Iowa," Nancy Landess, manager of the state tourism office, told AP. "We know people are paying attention to gas prices, and if it encourages them to fill up at Kum & Go, even better."

**In Wisconsin, the Wisconsin Bed and Breakfast Association is offering \$20 gas vouchers to people who stay at their properties.**

Not everybody is jumping on the voucher bandwagon, however. The news agency reports that tourism officials in Minnesota have concluded that it's a solution to a problem that doesn't exist.

"Frankly, we think there's no need to, because we haven't seen any reduction in travel because of high gas prices," said Joan Hummel, a spokeswoman for Explore Minnesota, the state's travel office. "It's grabbed attention and become a hot topic around the country, but people aren't willing to give up their summer vacation."