

Free Oil Change Sweepstakes & Text Coupon Promotion

PROMOTION DATES:

Installer Enrollment Deadline: June 1, 2018

Consumer Sweepstakes Period: August 1 – October 31, 2018

Promotion Period: August 1 – October 31, 2018 (Consumer Enrollment Period)

Coupons Valid at Installers: October 2018 – June 2019

When your customers participate they could win FREE oil changes for a year* plus receive valuable coupons via text that drive them back to you!



Who Can Participate

All installers of Havoline® Motor Oil

The Basics

Installers must enroll by June 1, 2018 at: www.chevronpromos.com.

- Prior to the start of the promotion, enrolled installers will receive digital advertising assets, Reimbursement Portal credentials and a printed promotion kit (POP) with all the tools needed to run a successful promotion.
- In-store POP will direct consumers to send a text message to the promotion headquarters.
- Consumers who send text will receive a reply text with instructions to enter sweepstakes for a chance to win FREE oil changes for a year* at the participating Havoline installer location where they shop.
- Consumers opt in to receive discount coupons from Chevron via SMS/text during promotion period (at designated times determined by Chevron). This drives the customer back to you!
- Consumers return to your location with text coupon containing unique coupon code.
- Participating installers agree to redeem the instant discount coupons through 2018 and into 2019. (See chart on next page)
- Chevron will reimburse installers via the Havoline Reimbursement Portal for cost of discounts. Credentials for this site will be sent to each enrolled installer.



HOW IT WORKS FOR YOUR CUSTOMERS

FREE Oil Change for a Year Sweepstakes Offer

- Your customers can enter the FREE Oil Change for a Year* Sweepstakes by following entry directions on the reply text they receive - as directed by in-store POP. Entry period is August 1 – October 31, 2018.
- One entry and one prize per person/phone number during the promotion period.
- 10 winners will be drawn the first week of September, October and November from all eligible entries received.
- Checks expire 12 months after issue. By enrolling, installer agrees to accept checks as form of payment should one of their customers be a lucky winner. There is no purchase necessary to enter or win.

Text Coupon Promotion

- Your customers opting in to receive text messaging from Chevron will receive up to 6 text messages during the promotion period. They can stop texts at any time.
- Text messaging will include valuable coupon offer(s) based on their designation of oil change type at the time of opt-in. (See next page)
- Customers present the text coupon on their device/phone when they are paying for their next service at your location to receive a discount.
- Installer redeems coupon code for appropriate discount.
- Installer files for reimbursement on Reimbursement Portal.

*Prize awarded as three (3) \$50 (\$150 total) negotiable checks made payable to the enrolled Havoline installer where they shop to be used as form of payment for oil changes only, and up to total value of \$150.00.

Free Oil Change Sweepstakes & Text Coupon Promotion



How will the text coupons work?

- In-store POP will direct your customers to text a keyword to a number.
- Once customers send text, they will receive a reply text with a link to the sweepstakes entry and text opt-in page.
- When customers click the link in the text and go to the entry page, they will be prompted to complete contact and product/location preference information.
- Customers opting in to receive text messaging from Chevron will receive up to 6 text messages during the promotion period. They can stop texts at any time.
- Customers will designate where they have their oil changed (your location) as well as what oil change type they want coupons for:

Havoline Pro DS® Full Synthetic \$10 Instant Discount Coupon

Havoline High Mileage \$7 Instant Discount Coupon

Havoline Synthetic Blend \$7 Instant Discount Coupon

- One or more of the text messages sent will include a link to share with friends and family members so that they can enroll for the promotion as well. **This activity may help drive NEW business to your location.**
- Approximately 60 - 90 days after opting in, consumers will receive their first text coupon good only at their designated installer. This coupon is valid 120 days from the date of issue.
- **If that customer does NOT** redeem the coupon within 120 days, they will receive an additional coupon good for 90 days from the date of issue. Customers redeeming the first coupon sent will not receive additional text coupon.

See the important promotion dates and text schedule below:

		Coupon 1 expires 120 days after issue.				Coupon 2 only goes to consumers who HAVE NOT previously redeemed Coupon 1. Coupon 2 expires 90 days after issue.				
AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Opt-In		Coupon 1				Coupon 2				
	Brand Msg			Brand Msg			Brand Msg			
	Opt-In		Coupon 1				Coupon 2			
		Brand Msg			Brand Msg			Brand Msg		
		Opt-In		Coupon 1				Coupon 2		
			Brand Msg			Brand Msg			Brand Msg	

IMPORTANT NOTES:

- Text coupons are only valid for ONE discount. They **cannot** be submitted by installer for reimbursement more than one time. **Make sure you check the validity of a submitted coupon on the Redemption Portal before accepting.**
- This promotion runs into 2019. By enrolling, you agree to accept submitted coupons for the duration of the promotion.

A **Chevron** company product

See Official Rules

Message and data rates apply according to your mobile telephone service rate plan.

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