

## NEW BUYER INCENTIVE RULES

**\*Buyer – someone who actually purchases a pig project**

**\*\*This incentive excludes all multi-group purchases**

**\*\*\*This incentive does not include anyone who just gives an add-on**

1. How many of you would like the chance to **win up to \$100 in add-on money?**
2. All you need to do is bring in **new \*Buyers** to the sale.
3. We need **you** to think outside of the box!!
4. There is an un-tapped market in Pasco, Hernando, and Hillsborough county—Seek out **new \*Buyers** from-
  - a. Wesley Chapel
  - b. West side of the County
  - c. Zephyrhills
  - d. Any other **new \*Buyers** in the Dade City and San Antonio area
  - e. Tampa
  - f. Anywhere you can find **new \*Buyers**
5. For every **new \*Buyer**---**Up to 4 new \*Buyers per Exhibitor**---That comes to the sale because you, the exhibitor have reached out to them and the **new \*Buyer** has identified you, the exhibitor by name, and has **purchased** one of the 138 pig projects---You will received a **\$25 add-on, (up to a max of \$100)**
6. If you have say...only 1 **new \*Buyer** that comes to the sale because you, the exhibitor have reached out to them and the **new \*Buyer** has identified you, the exhibitor by name---and they buy more than 1 pig, you will receive a **\$25 add-on** for the number of pigs they buy---**up to 4 pigs (a max of \$100 in add-on money)**
7. If a **new \*Buyer** comes to the sale because you and other exhibitors have reached out to them, and the buyer has identified all of the exhibitors who have reached out to them by name---**The new \*Buyer will be asked to designate which exhibitor is to receive the \$25 add-on.**
8. If a **new \*Buyer** comes to the sale because you, the exhibitor have reached out to them and the **new \*Buyer** has identified you by name, but were unable to purchase your pig because someone else bought it, but they buy another exhibitor's pig, you will receive a **\$25 add-on. (up to a max of \$100 if they purchase additional pigs)**
9. The Hog Committee is here to help too---We will be holding a raffle to thank all of the buyers!
  - a. Each Buyer will have a chance to win an amazing gift---a 65quart Yeti cooler with a bunch of cool gear!
  - b. **There are only 138 chances – 1 pig - 1 chance to win.**
  - c. The more pigs that a buyer purchases---the more chances they have to win.
  - d. You can use the flyer as a tool to break the ice when you go out to meet your buyers and you can put the flyer in with your buyer letters when you mail them.
  - e. The link is on the Fair website for you to print off the flyer at home.
  - f. If you have any questions, you can get with anyone from the Hog Committee.
  - g. **Good luck and see you at the Fair!**