

June 05, 2012

**Announcing our 4th Annual LHF Member Referral Contest -  
Awesome prizes to WIN ... GRAND PRIZE: an iPad!**

Why spend money doing print marketing to promote our Member Referral Drive when you are our best chance of others hearing about Loggerhead Fitness? We'd rather reward you with a fun raffle-inspired way to WIN big this summer!

Starting this week, we will incentivize YOU to talk about us to your friends, family, neighbors and co-workers.

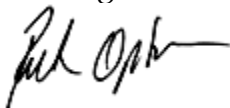
There are FOUR ways to win tickets for our drawing, which also features two \$250 restaurant gift certificate packages, a bicycle from Cycle Science, and our grand prize - an iPad. Details are on the back of this page or go to our website for complete contest rules and conditions - [www.loggerheadfitness.com](http://www.loggerheadfitness.com)

**Win starting TODAY!** Each referral you give earns you a "grab bag" coupon for a free drink or appetizer card from one of our restaurant sponsors (see sponsor logos below). There is no limit to the number of cards you can earn. Your friend will receive a complimentary 2-week VIP membership. We have enclosed three Referral Cards that you can hand out; refer a friend to the gym and we will contact them on your behalf. It's that easy ... and the rewards are yours!

Making the choice to exercise and live a healthy life makes such a difference in our long term quality of life. Why NOT invite the people you know and care about to begin to live better?

As always, we **thank you** for your continued patronage and we're here for YOU as you choose to live your best life.

Best regards,



Rick Opton  
Owner - Loggerhead Fitness

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We thank these fine restaurants for their support of our member referral campaign:



## Raffle and Ticket Rules

### How to earn tickets:

You can earn tickets FOUR ways. Earned tickets are entered into our raffle drum located in the front lobby. You will be notified by email and or regular mail as you earn tickets. There is no need to be present during the contest drawing. We will notify all winners.

**1) Refer a member using one of our enclosed member referral cards.**

In this letter we enclosed three member referral cards. If you need more cards drop by the front desk; we have plenty to give out. Simply write your name in the **Member Name box** and then give out to your friends. When your friends turn in the cards you will earn credit. You receive one referral credit for each friend that activates their 2-week complimentary VIP membership.

**2) E-mail us names and get extra tickets.**

We are always looking to expand our email distribution list. Fill out our online form for submitting your friend's emails or simply drop by the front desk and leave us your list. In turn, we will send out an email invitation for your friend to "Opt-In" to our email list. You earn one referral ticket for every two friends who opt in. Also, for every friend who activates their 2-week complimentary VIP membership you receive a referral ticket (see 1) above. Send e-mail names via: <http://www.swiftpage2.com/survey/MYList>

**3). Referred members who join.**

When one of your referrals joins for at least three months you receive a referral ticket. In fact, for every three months they join you earn one referral ticket. This means if you have a friend that joins for a one-year membership, you earn four referral tickets. Even better is that we will give your friend one raffle ticket for the contest when they join for three months or longer. Best of all, if the grand prize winner of the member referral contest turns out to be one of your referred friends, **we will give you a FREE ONE-YEAR membership at Loggerhead Fitness.** It's a win/win/win for everyone!

**4). Personal Training Package Bonus.**

Any member who buys a 10-pack of personal training sessions earns one ticket for the contest.

Member Referral Ticket Summary:

How <b>YOU</b> earn tickets?	<i>Your Friend Activates</i> 2-Week VIP membership	<i>Your Friend Joins</i> 1 Ticket for every 3 months	<i>Opt Ins</i> You have 2 friends that opt in to our email list	<i>Personal Training</i> When you purchase a 10-pack of sessions
Earn this # of Tickets	1	1	1	1

**Fill out this list below. Drop it off at club. You can earn referral tickets when your friends opt in.**

<b>Your Name</b>	<b>Friends Name</b>	<b>Friends Email</b>

Contest ends on September 09, 2012. Winners will be drawn and announced the following week.