

**BOOT
CAMPAIGN**



MAKE YOUR ORANGE DAYS MATTER

**Honor those who serve by bringing
the Boot Campaign partnership to
life in your dealership.**

DONATE A PORTION OF SALES

**One dealer turned
Orange Days into the
“1776” Campaign,
donating \$1,776 to
Boot Campaign for
every SLV75-3 sold.**

The result?

**6 units sold and more
than \$12,500 raised!**

RAFFLE A PAIR OF COMBAT BOOTS

**One dealer
purchased 3 pairs of
Boot Campaign
boots and raffled
them off to their
customers during
Orange Days.**



ASK CUSTOMERS FOR SUPPORT

**A local dealer offered
Boot Campaign boots
with purchases, then
brought customers
together for an
Orange Days event.
100+ pairs sold and
\$13,000+ raised!**

***Connect with Boot Campaign via [this form](#) to explore what
could work for your dealership's Orange Days events!***

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RESULTS WE'VE SEEN:

★ **Creates customer engagement**

★ **Expresses military appreciation via social media, event activations, in-store signage and more.**

★ **Fosters a tangible connection between dealers and their communities.**



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