



A promotion involving the local ball team. . .



. . .combined with numerous prize drawings. . .



. . .drew over 10,000 people to the NAPA World Series Spectacular.

upcoming NAPA World Series Spectacular at the ball park, where activities would include the batting contest against Bob Feller; drawings for autographed baseballs, a stereo, color television and microwave oven; and, of course, the grand prize drawing for a trip for two to the 1982 World Series.

The ads went on to explain that the only way to register for these events was to obtain tickets at any of the nine store locations. These ads, combined with guest appearances by Braves players at each of the stores for several weekends leading up to the event, would work to immediately start drawing extra traffic into the stores.

Two weeks prior to the night of the NAPA World Series Spectacular, advertising efforts were intensified. Radio and public address system advertising increased, and special banners measuring 4' x 40' were printed and hung at the ball park to con-

tinuously build interest in the upcoming event.

At the same time, drawings were held at each of the nine stores to determine the participants for the batting contest. Two winners were drawn at each of the stores, with the ages of the winners ranging from 6 to 40.

Finally, August 14th arrived. In addition to the four huge banners on display, NAPA flags were raised on the ball park flagpoles.

Activities began at 6:45 p.m., commencing with the batting contest. Trophies were awarded to the winners in two categories: one for the longest hit off Feller . . . and one for the shortest.

Still taking advantage of every promotional possibility, coupons and certificates offering extra special savings were distributed during the game. This was to keep these customers coming back to the stores even after the special night was

over.

And then, the moment all had been waiting for — the prize drawings. Over 100,000 people turned out to try their luck at winning the trip to the World Series offered by this special NAPA promotion.

The NAPA World Series Spectacular met with fantastic success. The promotion resulted in a 22% sales increase for the month of August, while an unusually high redemption rate on the coupons distributed at the game kept sales up for the first few weeks of September . . . just in time to head into the NAPA Fall Car Care Days.

Is there a way to maintain the store traffic and consumer awareness generated by the Spring Car Care Days? The NAPA Richmond Distribution Center and its nine locals feel there is. . .which is why they've already started plans for the NAPA World Series Spectacular for 1983.

word, that could come back to haunt him. "If we don't win," he said, "we've got nobody to blame but ourselves. There's no reason, absolutely no reason why this team should be in first."

"Look around the National League and tell me what a better ball club looks like. Now I don't mean to say they're better and shouldn't have a trophy either, but I do think we're better. And as I say, if we don't win it, we can't fault Horner unless the fact the Braves will be playing by law."

VISIT YOUR NEAREST GENUINE PARTS STORE TO PICK UP FREE BRAVES TICKETS
and register to bat against BOB FELLER for prizes
AT THE NAPA/CHAMPION WORLD SERIES SPECTACULAR SATURDAY, AUGUST 14, PARKER FIELD

BIG DRAWING FOR PRIZES
WINNING TICKET STUBS WILL BE DRAWN DURING THE AUG. 14 GAME. ONLY STUBS FROM TICKETS PICKED UP AT GENUINE PARTS CO. STORES WILL BE ENTERED IN THE DRAWING.
GRAND PRIZE: TRIP FOR TWO TO THE 1982 WORLD SERIES
OTHER PRIZES: STEREO SET • COLOR TV • MICROWAVE OVEN • AUTOGRAPHED BASEBALLS

Register to bat and pick up free tickets to the Aug. 14 game at 29 locations:

Genuine Parts Company 2030 Chamberlayne Ave. 321-6201	Genuine Parts Company 5408 Distributor Drive 233-6979	Genuine Parts Company 4512 Jefferson Davis Hwy. 271-9455
Genuine Parts Company 501 Commercial Rd. 232-6731	Genuine Parts Company 5104 Glen Aldon Drive 222-7290	Genuine Parts Company 800 Southlake Blvd. 794-7626
Genuine Parts Company 25th & Marshall Sts. 644-4057	Genuine Parts Company 3121 W. Broad St. 253-0925	Genuine Parts Company Quarles Rd., Ashland 798-6378

649-6828
• Latest Results
• Times-Dispatch
• Scoreboard



Special coupons were distributed at the game to encourage repeat business.