

## **English Premier League co-branded Foil Football Packs**

### **Concept**

An EPL co-packing offer - What better way than through the visuals of the most popular EPL teams and players on Futera trading cards contained in a customized (your own brand/logo) foil pack? – the perfect premium gift to go with any product. The collectable concept encourages repeat orders, particularly if customers are incentivised with a mechanic for completing a subset or complete album and the chance of finding a valuable redemption card to win fantastic prizes such as a trip to watch an EPL game, a limited edition set, a valuable shirt card, signed team shirt etc.

Additional foil packs can be sold in outlets to enhance perceived value of the premiums & generate incremental income as well as give customers the chance to complete sets quicker.

Posters / collateral can display any of the visuals from Futera card products which covers players / teams from Manchester United / Liverpool / Arsenal / Newcastle / Leeds / Aston Villa / Chelsea.

Every pack should contain a redemption voucher / card where the customer can win prizes; for example a 10% discount voucher for your product(s) or co-sponsors product(s) plus prizes of your choice.

In addition 3 Lions Sport can provide the following prizes for Redemption to be inserted into the packs at random.

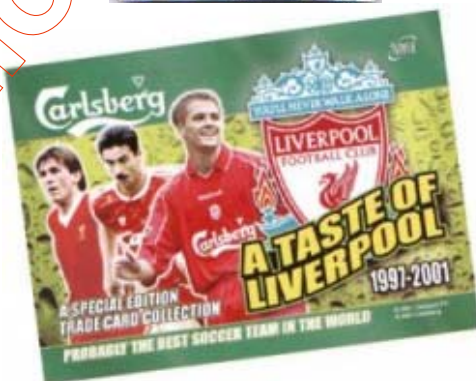
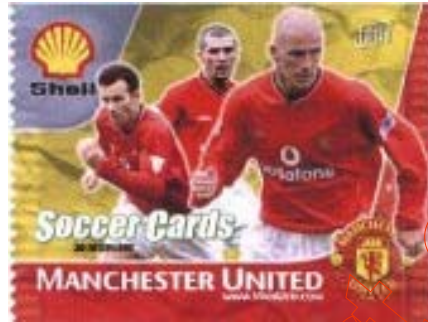
4N / 6D twin share tour packages to see EPL game (Includes flight, hotel, breakfasts, match ticket, stadium tour, UK transfers)

Limited edition albums and framed sets from top EPL teams

Signed EPL shirts and posters

Limited edition collectors cards with pieces of players shirts embedded inside

### **Examples of customized foil packs**



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