

## **New Referral Program: 2018**

Recent Changes: Tiered Referral Program **“Refer More, Make More”**:

- \$250 increase for each referral
- \$1,000 for first referral, paid out \$500 at 30 days and \$500 at 6 months
- \$1,250 for second referral, paid out \$625 at 30 days and \$625 at 6 months
- \$1,500 for third and all additional referrals, paid out \$750 at 30 days and \$750 at 6 months
- All drivers will be entered into a year-end raffle of a **New Ford Edge!**

Focus on retaining drivers: **“Super Incentive”**:

- \$2,500 once recruit is here 1 year (1 time payout at referred drivers 1 year anniversary)

### **Seasonal Promotions:**

- \$25 Pilot gift card or \$25 Walmart gift card for every eligible applicant (not necessarily hired, June 1-December 31, 2018)

**“Summer Sizzle”**: June, July and August

- June Raffle: Park Tickets for family of 4 (Six Flags, Cedar Point, Hersey Park, Kings Island)
- July Raffle: Patio and Grill set
- August Raffle: Riding Lawn Mower

**“Fall Favorites”**: September, October and November

- September Raffle: 65” Flat Panel
- October Raffle: Pressure Washer
- November Raffle: \$500 Amazon gift card

**“Yearend Mad Dash”**: December

- December Raffle: Weekend 2 night getaway (Nemacolin (PA), Great Wolf Lodge (OH), Ritz Carlton (GA), Rosewood Mansion (TX), Sofitel Chicago (IL), Inn at Perry Cabin (MD))