



**It's been proven time and again: to motivate, reward or promote, there's no better, more memorable or desirable award than travel. Let us help you express your appreciation!**

**We are your Midlothian, Virginia-based sales and performance travel awards experts!**

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Dear Business Owner or Manager:

For many corporate partners, one of the best ways to acknowledge outstanding employee service and strong customer loyalty is to extend a meaningful and individualized reward. **Carnival Cruise Lines**, an unrivaled leader in the cruise industry, has developed a truly unique award program that breaks down the limits of traditional corporate incentives. Starting at **less than \$425 for two people sharing a stateroom**, Carnival's **fully upgradeable** Preferred Award certificates offer an affordable way to recognize promotions, birthdays, and performance improvement or to use as purchase inducements or sales incentives. They can also be used for contests, sweepstakes and other special occasions. The certificates are valid for 18 months from the date of issue and give the recipient the flexibility to sail when and virtually anywhere they desire.

Contact me for pricing and further details of Carnival's Preferred Awards Incentive Program. Because of the outstanding value of these certificates, Carnival requires a signed agreement from the purchaser indicating that the certificates will only be used for consumer promotions, sweepstakes, individual incentive or other qualifying programs approved in advance by Carnival Cruise Lines. To better understand the value and ease of utilizing Preferred Award certificates, I welcome the opportunity to meet with you personally to discuss the many ways your organization can benefit from this program. Alternatively, you can reach me at (804) 744-0100, or by e-mail at [arthur@alcjr.com](mailto:arthur@alcjr.com). I look forward to sharing why I personally believe that Carnival's Cruise Line's Preferred Award certificates sets the standard for individual incentive rewards.

My company, certified by the Virginia Department of Minority Business Enterprise, is a Small, Women or Minority-owned (SWaM) business, certification number (MS 662337). I promise you excellent service, and please know that your business will be much valued.

Sincerely yours,

*Arthur L. Comer, Jr.*

Arthur L. Comer, Jr., CEO