



January 29, 2018

Dear Customers:

On behalf of All Sports Marketing Inc, Panini and the NBA, we are pleased to offer your hobby shop the opportunity to participate in Panini's FREE NBA hobby shop promotion – the 2018 Panini NBA Player of the Day.

**If you have already received an invitation from Panini to register, please ignore this email and register via that link.**

The Panini NBA Player of the Day promotion offers each participating hobby shop a FREE merchandise kit loaded with prizes and promotional materials to help increase sales of Panini NBA trading cards and reward your customers through a fun in-store promotion. During the first two years of the promotion, more than 80% of the shops said it increased sales of NBA trading cards.

Each participating hobby shop will include: 150 Panini NBA POD exclusive promotional packs; an exclusive NBAPOD autographed card; Panini Authentic posters, shopping bags, T-shirts, hats and Ultra Pro 1-Touch holders, Top-loaders and Penny Sleeves. And as a special bonus, each shop will receive a Panini Dry Erase Board.

Following your 30-day in-store promotion (between February 19-April 15) every shop is required to enter their winner into the National Sweepstakes for the chance to Spend a Day with an NBA player including a free autograph session in your hobby shop. During the past two years, winning hobby shops hosted free autograph sessions with Karl-Anthony Towns and Shaquille O'Neal.

**If you did not receive an invite from Panini to register, please send an email to [pod@paninipod.com](mailto:pod@paninipod.com) with the name and address of your hobby shop and the name of your distributor. A Panini representative will respond to your request and if you are eligible, provide you a link to register. Space is limited so we urge you to respond ASAP.**

For more information about the Player of the Day promotion, visit [www.PaniniPOD.com](http://www.PaniniPOD.com)

Regards,

The Staff at All Sports Marketing