



AMP UP YOUR TONE

BUY AN AMP, GET A PEDAL

JULY 1, 2024 – SEPTEMBER 30, 2024



PRS PAUL REED SMITH GUITARS



PRS Guitars has designed this promotion to support our Premier Amp and Official Dealers.

The purpose of the document is to explain the PRS Guitars 2024 Amp Up Your Tone Promotion to our B2B partners and provide some marketing collateral for the promotion.

This document should not be shared with the general public nor considered advertising in and of itself.

For the most up-to-date promotion terms and conditions, please reference:
https://prsguitars.com/amp_up_your_tone



July 1, 2024 – September 30, 2024

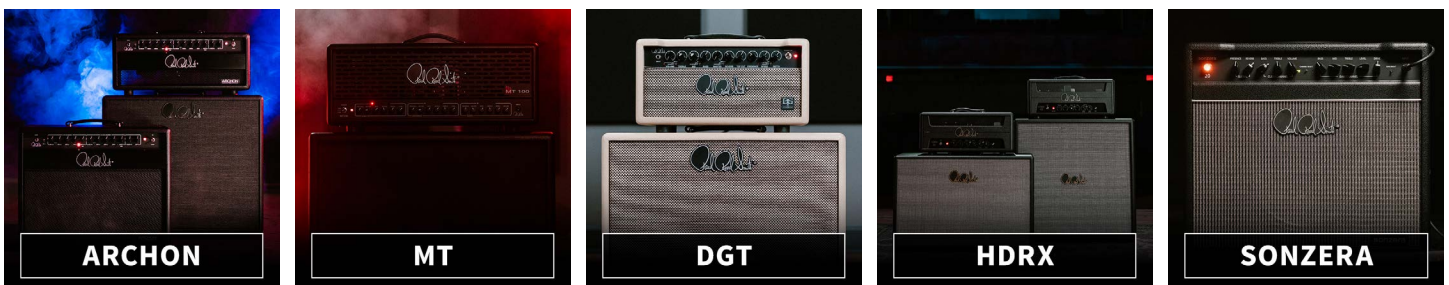
All-tube amps offer irreplaceable tone and feel for players who want to experience more natural overdrive and dynamic responsiveness. From the modern Archon and MT amps to the vintage-inspired DGT, HDRX, and Sonzera models, PRS amplifiers cover a lot of sonic territory. Dig into the demo videos, call your trusted [Authorized PRS Dealer](#), or visit a [PRS Premier Amp Dealer](#) near you find the amp that's right for you.

This July through September, PRS is doubling down on tone by gifting every person who purchases a new PRS amplifier with a free PRS pedal of their choice! Simply purchase a new PRS amplifier from an [Authorized PRS Dealer](#) between July 1 and September 30, 2024 and complete the form and receipt upload [HERE](#).

All submissions must be received (for online submission) or postmarked (for mail-in submission) by October 31, 2024 at 11:59 p.m. ET to be eligible for the gift.*

The Approximate Retail Value of each Gift is: \$219 - \$349 USD

EXPLORE PRS AMPLIFIERS HERE



*The "PRS 2024 Amp Up Your Tone Promo" is open to legal U.S. residents of the 50 United States (including the DC) and/or Canada who are at least age 18+ and the age of majority in their jurisdiction/territory of residence. Free pedal offer is available between 7/1/24 and 9/30/24 with purchase of qualifying amps at participating retailers; submit request with receipt online by 10/31/24. While supplies last; no rainchecks. Includes shipping and handling. Sponsor reserves the right to verify eligibility. Limit one (1) free pedal (ARV \$219-\$349USD) per purchaser.

To learn more about eligibility and how to complete your submission, visit: https://prsguitars.com/amp_up_your_tone

For Promotion Terms and Conditions in French (for Quebec), please visit: https://prsguitars.com/amp_up_your_tone

AN OVERVIEW OF PRS AMPLIFIERS

Unparalleled customer service starts with exceptional product knowledge. To ensure all our dealers have a comprehensive overview of our offering, we've made this quick video. From the modern Archon and MT families to the vintage-inspired DGT, HDRX, and Sonzera families, the PRS amplifier line truly has an amp to offer every musician. Watch now to discover the perfect PRS amp for every player.



[WATCH VIDEO](#)

MARKETING ASSETS — IN-STORE POSTER // SOCIAL POSTS



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*Poster to be used in the USA and Canada excluding Quebec only.

SOCIAL MEDIA COPY:

Buy a new PRS amp between July 1 – Sept 30, 2024 and get the PRS pedal of your choice FREE from our friends @prsguitars. Official details below*

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[CLICK HERE TO ACCESS MARKETING ASSETS](#)

MARKETING PROMOTION CALENDAR**Website**

PRS Guitars will create a landing page at https://prsguitars.com/amp_up_your_tone that will go live on July 1, 2024 at noon ET. This website will summarize all the details of the promotion and link to our dealer locator to drive traffic to your stores.

This website is also the location where end users will claim their gift by completing the submission form and uploading a copy of their receipt. Feel free to encourage endusers to do this in the store before they head home with their new amp!

Press Release

PRS Guitars will send a fully detailed press release to our full PR distribution (domestic and Canadian) lists on July 1, 2024 at noon ET.

Newsletters

PRS Guitars will send newsletters about this promotion out to the following schedule:

Dedicated/Single-Subject Promotion Newsletter will be sent on July 1 and September 20m 2024.

The promotion will also be included on content newsletter twice in August and twice in September.

Social Posts

PRS will make monthly dedicated social posts on the promotion throughout of the promotion period on Facebook and Instagram. PRS will also run paid social advertising on Meta platforms through the duration of the promotion.

PRS PAUL
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