**Join the exciting launch of the most service-oriented online sportsbook and casino ever.**

Hi [Firstname]:

You’re invited to participate in the launch of something different.

It’s called Betco. We started with a clean slate to give you everything you love about online sportsbooks and casinos – with none of the negatives.

Betco was built by online sports bettors for sports bettors. We’re not out to be the biggest – just the best.

That means making a clean break with conventional sites, starting with how we communicate. Betco isn’t going to serve up empty promises. Instead, we’ll consistently do what we say.

To demonstrate that, we want you to be among 1,000 Betco VIP members. You’ll gain VIP access to an exciting collection of services, perks, and cool stuff\*. (At no cost!) Details will follow shortly, but for now, we’ll say this: You’ll be receiving a level of service we don’t think you’ve ever seen online.

And we’ll be listening to you. In fact, press “Reply” and tell us what your dream sportsbook site would be like. In return, we’ll give one respondent a fine piece of Betco merch.

Now, if you can’t wait to be one of the 1,000 Betco VIP members, sign up **here**.

Watch your inbox in the next few days. On that note, if this message landed in your spam filter, please move it to your inbox and add us to your address book, so you see our next message. If you prefer to not receive email from us, please click the unsubscribe link and we’ll promptly remove you from our list.

Get ready for the excitement to come!

\*Terms and conditions apply.