Email #4 – Last Call

**“Last Call Email”**

**Drop Date:** [To Be Scheduled – Sunday after win of first home game – or push out to later in the week]  
**Subject Line:** Last chance: BEAT Tee orders close soon!  
**Preview Text:** Don’t miss out on exclusive 2025 Gator gear – pending first game results  
**Sender Display Name:** University of Florida  
**Signer:** Albert and Alberta

**[BEAT TEE HEADER IMAGE]**

Hey {First Name},

This is your **last call** to score your 2025 BEAT Tee before they’re gone for good!

• $35 = the exclusive BEAT ‘EM Tee  
• $70 = the full collection — BEAT Texas and BEAT Miss. State included

[GET YOUR BEAT TEE TODAY]

Once they’re gone, they’re *really* gone. Rep the Gators, support what matters, and don’t miss out.

**Go Gators!**

Albert and Alberta