



OPTI-MIZE THE HOLIDAYS

*When you buy a qualifying, new S&W Long Gun and submit online or mail-in rebate coupon. Select SKUs apply. Terms & Conditions apply. Void where prohibited.



For Faster Processing
Redeem Online: [smith-wesson.com/rebates](https://www.smith-wesson.com/rebates)

VALID OCT. 18 - DEC. 31, 2024

Step 1: Print Promotion Coupon as found at <https://www.smith-wesson.com/rebates>

Step 2: Fully Complete the Promotion Coupon including providing the Firearm Serial & SKU numbers

Step 3: Enclose:

- (1) A Dated Sales Receipt which clearly identifies (a) the store name from which the Firearm was purchased and (b) that clearly identifies the purchased Firearm
- (2) Either (a) a photo of the box label OR (b) the actual box label

Step 4: Mail to:

SMITH & WESSON OPTI-MIZE THE HOLIDAYS GIVEAWAY
OFFER #24-32348 • PO BOX 540011
EL PASO, TX 88554-0011

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Firearm Serial #: _____ SKU # _____ Phone: _____

Date of Purchase: _____ E-Mail: _____

These 2024 S&W OPTI-MIZE THE HOLIDAYS REBATE GIVEAWAY terms and conditions (the "Terms & Conditions") are by and between Smith & Wesson Brands, Inc. ("Smith & Wesson") and the end user consumer purchaser (the "Purchaser" or "you") of a Firearm (as defined hereafter) and pertains to the limited one time offer of one (1) Vortex Strikefire® II Red Dot or one (1) Vortex Crossfire® Red Dot (each a "Promotional Item") per each new eligible Smith & Wesson® firearm as indicated in the attached Appendix A (each a "Firearm") purchased between October 18, 2024 and December 31, 2024 (collectively the "Promotion"). Promotion limited to one (1) Promotional Item per each NEW eligible Smith & Wesson® Firearm, as applicable, purchased between October 18, 2024 and December 31, 2024. Notwithstanding anything herein to the contrary, for purposes of this Promotion, if the initial order for an eligible Firearm is placed online, via phone, or some other method that necessitates the Purchaser to receive the Firearm from a Federal Firearm Licensee ("FFL") at a later date, the Firearm date of purchase will be deemed the date upon which such Firearm is actually conveyed to the Purchaser by said FFL and must fall between October 18, 2024 and December 31, 2024 to be eligible for this Promotion. Furthermore, the initial order must also occur between October 18, 2024 and December 31, 2024 to be eligible for this Promotion. See Appendix A for eligible Firearm SKU lists with applicable Promotional Item value. Promotional Items may be redeemed either online or by mail. To redeem by mail, follow Steps 1 – 4 (above) to complete and submit a Promotion coupon (each a "Coupon"). Coupons must be postmarked by January 31, 2025. To redeem online, visit <https://www.smith-wesson.com/rebates>. Any online submissions must occur by 11:59 pm ET on January 31, 2025. Please allow up to sixty (60) days for fulfillment of valid Promotion submissions via a Promotional Item. Promotion valid only in the United States of America (excluding United States Territories) and excluding any jurisdiction (whether state or local) where prohibited in accordance with any and all applicable laws and regulations. Promotion valid only for those persons who are legally able to own and possess firearms in accordance with any and all applicable laws and regulations. Please review all applicable local laws and regulations before participating in this Promotion. Good for actual purchases of new Firearms (used models will be denied) by end user consumer Purchasers. This Promotion excludes any and all resellers and distributors of firearms, and any purchases by or on behalf of groups, organizations, businesses, or government agencies of any kind whatsoever. Smith & Wesson is not responsible for late, lost, mutilated or misdirected mail. All counterfeit, unauthorized duplicates, or invalid Coupons (including but not limited to incomplete, inaccurate or illegible Coupons and/or required sales receipt), or claims that fail to include valid and legible proofs of purchase as specified in the submission instructions will be automatically rejected. For the avoidance of doubt, online invoices, shipping documents, shipping packing slips, and other such similar documents are not valid Dated Sales Receipts (as defined hereafter) for purposes of this Promotion. "Dated Sales Receipts" means valid receipts including the applicable store name that clearly identifies the Firearm(s) purchased. Only valid Dated Sales Receipts will be accepted for Promotion redemption, and must be submitted along with either the actual Firearm box label or a legible photo of the Firearm box label in accordance with the submission instructions provided above (collectively "Proof of Purchase"). If you return any of the eligible Firearms you purchased in this Promotion, you may be charged for the cost of any Promotional Item received. Any corrections to a submitted claim that was initially rejected due to incomplete, inaccurate, or illegible submissions, or that failed to include a valid and legible proof of purchase must be submitted by January 31, 2025. No Promotion claims, or requests to correct a previously submitted claim, will be accepted or considered after January 31, 2025. Fraudulent submissions could result in prosecution under the U.S. Mail Fraud Statutes (18 USC, Sections 1341-1342) or in accordance with other applicable law or regulation. Void where prohibited by law or regulation, subject to tax, or otherwise restricted. Smith & Wesson reserves the right to discontinue or change this Promotion at any time and for any reason without notice to the Purchaser. If any portion of these Terms & Conditions shall be held by a court of competent jurisdiction to be invalid, illegal, or otherwise unenforceable, then such provision(s) shall be enforced to the maximum extent permitted by applicable law, and shall not affect the validity or enforceability of the other provisions of these Terms & Conditions. The Promotion and any submission thereunder are subject to the terms of the Smith & Wesson Privacy Policy located at <https://www.smith-wesson.com/privacy-policy>.

THIS PROMOTION OFFER CANNOT BE COMBINED WITH ANY OTHER SMITH & WESSON PROMOTION OR DISCOUNT.

Yes, I would like to receive email offers from Smith & Wesson®

For any questions, please call 1-800-619-4703



2100 Roosevelt Avenue
PO Box 2208
Springfield, MA 01102-2208

2024 S&W OPTI-MIZE THE HOLIDAYS GIVEAWAY

These **2024 S&W OPTI-MIZE THE HOLIDAYS REBATE GIVEAWAY** terms and conditions (the “Terms & Conditions”) are by and between Smith & Wesson Brands, Inc. (“Smith & Wesson”) and the end user consumer purchaser (the “Purchaser” or “you”) of a Firearm (as defined hereafter) and pertains to the limited one time offer of one (1) Vortex Strikefire® II Red Dot or one (1) Vortex Crossfire® Red Dot (each a “Promotional Item”) per each new eligible Smith & Wesson® firearm as indicated in the attached Appendix A (each a “Firearm”) purchased between October 18, 2024 and December 31, 2024 (collectively the “Promotion”). Promotion limited to one (1) Promotional Item per each NEW eligible Smith & Wesson® Firearm, as applicable, purchased between October 18, 2024 and December 31, 2024. Notwithstanding anything herein to the contrary, for purposes of this Promotion, if the initial order for an eligible Firearm is placed online, via phone, or some other method that necessitates the Purchaser to receive the Firearm from a Federal Firearm Licensee (“FFL”) at a later date, the Firearm date of purchase will be deemed the date upon which such Firearm is actually conveyed to the Purchaser by said FFL and must fall between October 18, 2024 and December 31, 2024 to be eligible for this Promotion. Furthermore, the initial order must also occur between October 18, 2024 and December 31, 2024 to be eligible for this Promotion. See Appendix A for eligible Firearm SKU lists with applicable Promotional Item value. Promotional Items may be redeemed either online or by mail. To redeem by mail, follow Steps 1 – 4 (below) to complete and submit a Promotion coupon (each a “Coupon”). Coupons must be postmarked by January 31, 2025. To redeem online, visit <https://www.smith-wesson.com/rebates>. Notwithstanding anything herein to the contrary, Coupons and submissions must include Purchaser’s valid physical street address (no P.O. Boxes) and the validity of any and all information contained therein is subject to Smith & Wesson’s sole review and approval. Any online submissions must occur by 11:59 pm ET on January 31, 2025. Please allow up to sixty (60) days for fulfillment of valid Promotion submissions via a Promotional Item. Promotion valid only in the United States of America (excluding United States Territories) and excluding any jurisdiction (whether state or local) where prohibited in accordance with any and all applicable laws and regulations. Promotion valid only for those persons who are legally able to own and possess firearms in accordance with any and all applicable laws and regulations. Please review all applicable local laws and regulations before participating in this Promotion. Good for actual purchases of new Firearms (used models will be denied) by end user consumer Purchasers. This Promotion excludes any and all resellers and distributors of firearms, and any purchases by or on behalf of groups, organizations, businesses, or government agencies of any kind whatsoever. Smith & Wesson is not responsible for late, lost, mutilated or misdirected mail. All counterfeit, unauthorized duplicates, or invalid Coupons (including but not limited to incomplete, inaccurate or illegible Coupons and/or required sales receipt), or claims that fail to include valid and legible proofs of purchase as specified in the submission instructions will be automatically rejected. For the avoidance of doubt, online invoices, shipping documents, shipping packing slips, and other such similar documents are not valid Dated Sales Receipts (as defined hereafter) for purposes of this Promotion. “Dated Sales Receipts” means valid receipts including the applicable store name that clearly identifies the Firearm(s) purchased. Only valid Dated Sales Receipts will be accepted for Promotion redemption, and must be submitted along with either the actual Firearm box label or a legible photo of the Firearm box label in accordance with the submission instructions provided below (collectively “Proof of Purchase”). If you return any of the eligible Firearms you purchased in this Promotion, you may be charged for the cost of any Promotional Item received. Any corrections to a submitted claim that was initially rejected due to incomplete, inaccurate, or illegible



2100 Roosevelt Avenue
PO Box 2208
Springfield, MA 01102-2208

submissions, or that failed to include a valid and legible proof of purchase must be submitted by January 31, 2025. No Promotion claims, or requests to correct a previously submitted claim, will be accepted or considered after January 31, 2025. Fraudulent submissions could result in prosecution under the U.S. Mail Fraud Statutes (18 USC, Sections 1341-1342) or in accordance with other applicable law or regulation. Void where prohibited by law or regulation, subject to tax, or otherwise restricted. Smith & Wesson reserves the right to discontinue or change this Promotion at any time and for any reason without notice to the Purchaser. If any portion of these Terms & Conditions shall be held by a court of competent jurisdiction to be invalid, illegal, or otherwise unenforceable, then such provision(s) shall be enforced to the maximum extent permitted by applicable law, and shall not affect the validity or enforceability of the other provisions of these Terms & Conditions. The Promotion and any submission thereunder are subject to the terms of the Smith & Wesson Privacy Policy located at <https://www.smith-wesson.com/privacy-policy>. THIS PROMOTION OFFER CANNOT BE COMBINED WITH ANY OTHER SMITH & WESSON PROMOTION OR DISCOUNT.

STEPS FOR MAIL-IN REDEMPTION

Step 1: Print Promotion Coupon as found at <https://www.smith-wesson.com/rebates>

Step 2: Fully Complete the Promotion Coupon including providing the Firearm Serial & SKU numbers

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EL PASO, TX 88554-0011



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 Springfield, MA 01102-2208

APPENDIX A

(1) Vortex Strikefire® II Red Dot (SKU: SF-BR-504, MSRP \$274.99) for each eligible NEW Smith & Wesson M&P SPORT III purchased

M&P 15 SPORT			
SKU Number	Description	UPC	Rebate SKU
13807	M&P 15 SPORT III M-LOK Blk, 5.56 NATO, MLGS, 16in 30rd	022188894110	Vortex Strikefire II (SKU SF-RG-501)
13952	M&P 15 SPORT III M-LOK Blk, 5.56 NATO, MLGS, 16in 10rd	022188895087	Vortex Strikefire II (SKU SF-RG-501)
13953	M&P 15 SPORT III M-LOK Fixed Stock, Blk, 5.56 NATO, MLGS, 16in Heavy Bbl 10rd CO, HI, MD, NJ, RI, VT Compliant	002188895094	Vortex Strikefire II (SKU SF-RG-501)
12001	M&P 15 Sport II Blk 5.56 NATO 16in 10rnd CA Compliant	022188872729	Vortex Strikefire II (SKU SF-RG-501)
10202	M&P 15 Sport II Blk 5.56 NATO 16in 30rnd	022188868104	Vortex Strikefire II (SKU SF-RG-501)
10159	M&P 15 Sport II OR Blk 5.56 NATO 16in 30rnd	022188866421	Vortex Strikefire II (SKU SF-RG-501)
12936	M&P 15 Sport II OR w/CT Optic Blk 5.56 NATO 16in 30rnd	022188879643	Vortex Strikefire II (SKU SF-RG-501)
12024	M&P 15 Sport II OR M-LOK Blk 5.56 NATO 16in 30rnd	022188872958	Vortex Strikefire II (SKU SF-RG-501)
12055	M&P 15 Sport II OR Blk 5.56 NATO 16in 10rnd CA Compliant	022188873733	Vortex Strikefire II (SKU SF-RG-501)

(1) Vortex Crossfire® Red Dot (SKU: CF-RD2, MSRP \$219.99) for each eligible NEW Smith & Wesson Response or M&P FPC purchased

M&P FPC			
SKU Number	Description	UPC	Rebate SKU
12575	M&P FPC Blk 9mm Luger 16.25in 23rnd	022188892512	Vortex Crossfire (SKU CF-RD2)
12576	M&P FPC Blk 9mm Luger 16.25in 10rnd	022188894929	Vortex Crossfire (SKU CF-RD2)
14142	M&P FPC Blk 9mm Luger 16.25in 10rnd CA Compliant	022188897630	Vortex Crossfire (SKU CF-RD2)
14376	M&P FPC FDE 9mm Luger 16.25in 23rnd	022188899658	Vortex Crossfire (SKU CF-RD2)
14377	M&P FPC W/CT Red/Green Optic Blk 9mm Luger 16.25in 23rnd	022188899801	Vortex Crossfire (SKU CF-RD2)
14231	M&P FPC Burnt Bronze 9mm Luger 16.25in 23rnd	022188898415	Vortex Crossfire (SKU CF-RD2)
14182	M&P FPC ODG 9mm Luger 16.25in 23rnd	022188898163	Vortex Crossfire (SKU CF-RD2)
14173	M&P FPC Tungsten Gray 9mm Luger 16.25in 23rnd	022188897869	Vortex Crossfire (SKU CF-RD2)
S&W Response			
SKU Number	Description	UPC	Rebate SKU
13797	S&W Response, Blk 9mm Luger FLEXMAG Kits (MP Doublestack and G17/G19) 16.5in 23rnd	022188894134	Vortex Crossfire (SKU CF-RD2)
13800	S&W Response, Blk 9mm Luger FLEXMAG Kits (MP Doublestack and G17/G19) 16.5in 10rnd	022188896756	Vortex Crossfire (SKU CF-RD2)
13977	S&W Response, Blk 9mm Luger FLEXMAG Kits (MP Doublestack and G17/G19) 16.5in 10rnd NJ Compliant	022188896954	Vortex Crossfire (SKU CF-RD2)
13978	S&W Response, Blk 9mm Luger FLEXMAG Kits (MP Doublestack and G17/G19) 16.5in 10rnd CA Compliant	022188896855	Vortex Crossfire (SKU CF-RD2)