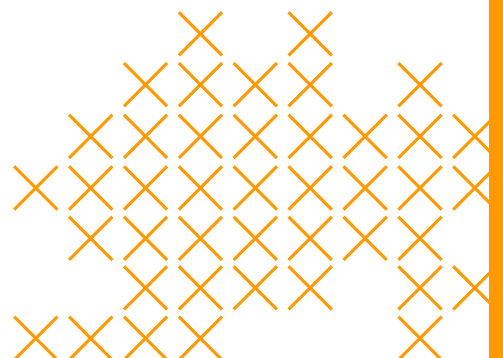




Your Guide to Basketball Promotions

Slam dunk strategies, sample sales sheets, case studies, and more!



Introduction

The basketball season is a huge opportunity to engage your audience. Over [56 million people](#) put their basketball knowledge on the line during this time for a chance to win big prizes.

That's a lot of passion around basketball that can be turned into a huge revenue opportunity. We've seen our partners drive upwards of \$58,000 with a single college basketball campaign!

Are you ready to capture your share of the advertising dollars this year?

You certainly will be after reading this comprehensive playbook! Here you'll find a variety of basketball promotions and interactive content you can run, tons of success stories from our partners, and planning, promoting, and making money.

So what are you waiting for? Read on to find best practices, quick tips, case studies, and more.



JULIE FOLEY

Affiliate Success Manager
jfoley@uplandsoftware.com

WHAT'S IN THIS GUIDE:

-  **Introduction**
It's time to understand the slam dunk opportunity in basketball promotions.
-  **How to Plan**
Create a robust plan to drive results.
-  **How to Make Money**
Tips for creating promotions that will drive revenue.
-  **Case Studies & Inspiration**
Check out real examples to help you find big success!
-  **How to Promote**
Make sure your community can engage with your contests.



This icon indicates an available ready-made sweepstakes to be run as-is or customized for your company or advertiser.

[See the Turnkeys](#) ✨



How to Plan

Getting Started

Your bracket will be at the core of your college basketball campaign. However...

Complementing your tournament bracket with additional promotions will increase your overall revenue, reach, and database growth.

So how do you come up with a strategy to keep your basketball promotions on track?

1. Build your team
2. Set your goals
3. Choose your campaigns
4. Grow your revenue

Build Your Team

The first step to building your basketball campaign strategy is to create a team that includes people from a variety of different departments in your organization. After all, your campaigns will have a greater impact when your internal teams are working together.

Your planning team should include people from the following departments: Sales, Marketing, Newsroom or Digital Content, and Audience Development.

Set Your Goals

Before you begin planning your promotions and interactive content, you first need to determine both your goals and the goals of your advertisers. Here are a few common goals to kick off your brainstorming:

- 1 Increase your revenue.**
Seek out multiple local sponsors to maximize your revenue potential during the basketball season frenzy.
- 2 Drive leads and advertiser results.**
Include lead-gen questions on your entry and registration pages, so you can learn more about your consumers and market more effectively in the future.
- 3 Grow your email database.**
Add an email opt-in to all your campaigns to generate more revenue with future email marketing campaigns.
- 4 Engage your audience.**
Combine great prizes and heavy promotion across all platforms to keep your audience returning time and time again.

Getting Started

Game Plan

Once you have your team in place, start brainstorming promotion ideas and potential sponsors:

What basketball programming or special sections do you run? Any campaigns you run should be wrapped around what you're already doing. Connect your promotions and interactive content with your special programming to maximize your opportunity of reverse publishing results.

What audiences do you want to target? Your media company is probably looking to target specific audiences or demographics – maybe families, men, or students. This can be a great chance for you to tap into a niche audience.

What advertiser categories do you want to seek out? Is your media company looking to increase business with specific advertiser categories? Creating a campaign related to the basketball season and specifically designed to drive leads for an advertiser can be the perfect pitch for a sponsor wanting some new, fresh ideas.

What local basketball events do you have? Check out your local sports arena calendars for basketball games or events. Tickets to these events make great prizes for sweepstakes.

Choose Your Promotions

Once you've made your game plan, it's time to select your promotions. Make sure your basketball contests engage your audience and complement your current programming.

1 **Tournament Bracket**

In this tournament pick'em, players can choose the team they think will make it all the way to the final championship game.

2 **Quizzes**

Quizzes help you gain insight into your audience, collect data, and drive sponsorship revenue. Think about themes like "Which Player Are You?" or "Which Mascot Are You?"

3 **Custom Voting Brackets**

Capitalize on bracket fever with custom voting brackets to engage a wider demographic. Food and beverage themes like a "Beer Bracket" are always a big hit with audiences and advertisers alike.

4 **Sweepstakes**

A simple sweepstakes is a great way to promote your tournament bracket, build your email database, and excite your audience before the tournament.

5 **Photo Contests**

Leading up to your tournament bracket, run a Biggest Fan photo contest

6 **Ballots**

to generate buzz and get people excited. Ballots are a great way to engage your audience. A basketball ballot could include categories like Best Coach, Best Team, Best Cinderella Story, Best Buzzer-Beater, Best Mascot, Best Student Section, etc.

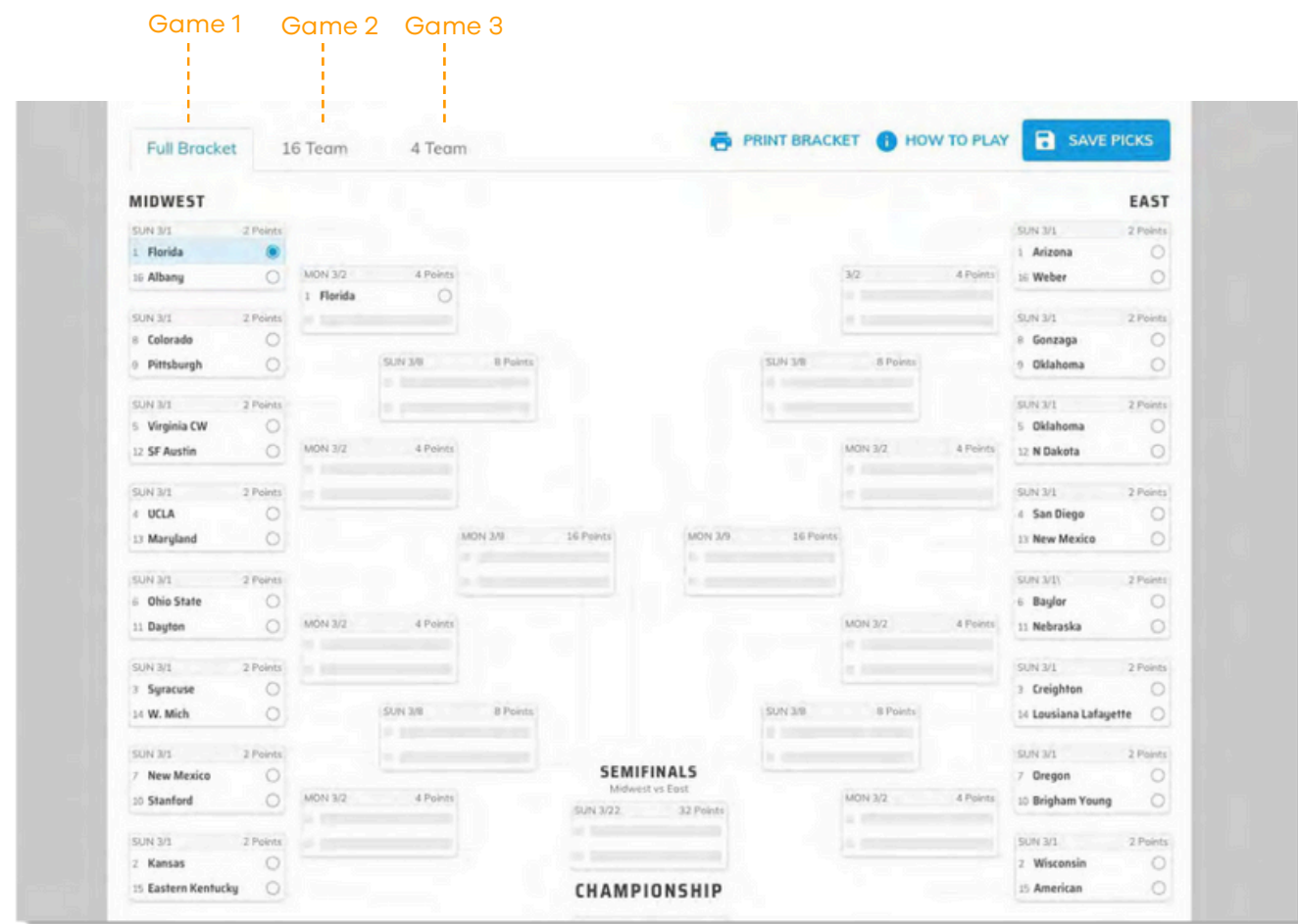
The 3-in-1 Bracket

What is a 3-in-1 Bracket?

Opposed to a traditional basketball bracket, the 3-in-1 gives users three different ways to win with just one registration.

Not only will it allow your users to make their picks upfront with the 64-team bracket, but when you get to Round 16, the contest has the ability to trigger a second game.

Here, users can make a fresh set of picks and have a new game to compete in once their bracket is inevitably busted. A third game will trigger once the field narrows to Round 4, so there are two new ways to win!



Prizes

Choosing Your Prizes

One way to build up excitement and encourage active participation in your basketball campaigns is to offer awesome prizes.

When it comes to basketball campaigns, prizes are key to engaging your audience.

You can use a percentage of your revenue to purchase prizes or have your sponsors donate prizes. While tournament tickets (especially VIP passes) are always a great option for custom contests, here are a few more ideas:

Prizes for Brackets

- Restaurant Gift Cards
- Electronics
- Brewery Tour Package
- VIP Tournament Passes

Prizes for Other Campaigns

- Cash or Gift Cards
- Gas Cards
- Grocery Store Gift Cards
- Electronics

***No matter which type of promotion or interactive content you're running,** try offering each entrant a free coupon for the sponsor that expires at the end of the season. This will drive foot traffic and increase the value of their investment.



Best Practice:

Value your overall bracket prize at \$500 or more. Other promotion prizes should be valued at \$100 or more.

Naming Your Campaigns

In order to avoid trouble, it's a smart idea to always check (and have your legal team check) all of your promotions for trademarked material, whether that be brand names, phrases, or even images.

Trademark infringement can quickly turn into a serious headache, and trademarked words and phrases are more common than you might expect. If you're sent a cease-and-desist letter, you could have to change all of your marketing materials at the last minute, even if your campaign is already up and actively running.

The trouble with trademarks is they are so incredibly common. The National Collegiate Athletic Association (NCAA) has a long list of trademarked phrases around college basketball, including not only the obvious, like "March Madness," but also a number of variations, including "March Mayhem," and "Midnight Madness." The point is, no matter how simple or cleverly varied your contest name is, you should still check everything.

Fortunately, looking up trademarked information is easy! Follow these links to check your phrases.

[NCAA Trademarked Phrases](#)

[US Patent & Trademark Office](#)

***Remember that we're not lawyers, so always check with yours!**



How to Make Money

Best Practices

Sales Best Practices

If you want to maximize your revenue possibilities, here are five great sales tips to keep in mind as you prepare your basketball campaign sales strategy.

1 Run an Integrated Campaign

Incorporate every aspect your media company has to offer, leveraging both online elements and your core media.

2 Secure Multiple Sponsors

Creating multiple sponsorship opportunities is a direct way to generate more revenue. Offering sponsorship tiers at different price points allows businesses of all sizes to participate.

3 Have Awesome Prizes

The better the prize, the better the engagement you'll get. To keep players returning week-after-week to your bracket, offer weekly prizes to drive engagement all season long.

4 Offer Heavy Promotion

Make sure your potential sponsors can see the value of being a part of your basketball campaigns. Leverage heavy promotion across your website, social media, dedicated emails, and your core media.

5 Give Sponsors the VIP Treatment

For your basketball bracket, showcase your sponsors as VIP Pickers. Your players will love the chance to play against the VIPs making this a great way for them to interact with your sponsor's brand.

Title Sponsorship Models

As with any promotion, you can sell different levels of sponsorship for your basketball bracket. Here are three sponsorship levels you should consider.

Exclusive Sponsorship

Targeting an exclusive sponsor is ideal if the advertiser wants to be the center of the contest or if they can afford the exclusivity.

Markets large and small can sell exclusive sponsorships. The key to exclusive sponsorships is offering a package that allows your advertiser to shine.

Advertiser Category Exclusive

Another approach to make the offer appealing to your advertisers is to have category exclusive sponsorship, where you only have one sponsor in each advertiser category. So, for example, if you sell to a liquor/spirits store, you will not sell a sponsorship to another liquor/spirits store. Exclusivity is a great way to increase the sponsorship value and drive urgency with prospects.

Multiple Sponsors

Another popular option is offering multiple sponsorships. Creating packages for multiple sponsors with shared branding across your campaign can be very appealing to a lot of advertisers who may not be able to pay for a larger investment.

[Learn More About Sponsorships & Pricing](#)

Best Practices

Advertisers to Target

As with any promotion, you can sell different levels of sponsorship for your basketball campaign. Here are three sponsorship levels you should consider.

Community Services

- Banks & Financial Services
- Insurance Providers
- Local Utilities

Automotive

- Dealerships
- Audio & Window Tinting
- Mechanics
- Detailing & Car Washes
- Oil Change & Maintenance

Food & Beverage

- Local Pubs & Bars
- Fast Food Chains
- Liquor Stores
- Grocery Stores
- Meat Markets

Entertainment

- MovieTheaters
- Event Venues

Recreation

- Sports & Rec Centers
- Golf Courses & Pro Shops
- Gyms & Fitness Centers

Retail

- Clothing Stores
- University Bookstores
- Outdoor Stores
- Pawn Shops
- Big Box Retailers
- Hardware Stores
- Sports Stores
- Award & Trophy Stores
- Home Audio Stores
- Bike Shops & Cycling Stores

Service Providers

- Pest Control
- Doctors & Dentists
- Home Improvement
- HVAC
- Chiropractors
- Plumbers

Overcoming Objections

This is a huge opportunity for advertisers. Be prepared with answers to any objections they may have.

“I’m not sure a basketball bracket will resonate with my customer base.”

- Basketball is extremely popular among a variety of demographics – 1 in 3 Americans is a fan!
- This type of campaign has worked all across the country for a variety of media types in markets large and small. The power of basketball campaigns has been well proven.
- Look at how many other businesses like yours in your market (and similar markets) are finding success online with similar promotions and interactive content.

“I’m not sure if I can fit this [contest, quiz, or bracket] into my budget for the year.”

- This campaign could come out of your marketing budget rather than your advertising budget since it builds your email database with opt-ins from the registration page and drives foot traffic if you include a coupon or feature a deal.
- You can’t afford NOT to do this campaign! We are putting so many of our resources behind it that you will receive far more value than you are paying for.

“How will I know if this is successful for my business?”

- Focus on qualified leads, email and social database growth, foot traffic, customer data, and so on. There’s a lot to measure when it comes to this basketball campaign!

Sales Packages

Building a Sales Package

Once you have identified your sponsorship type, aligned your campaigns with any relevant special sections or programming, and bundled your campaigns together, it's time to put a price on everything. Start by thinking of the value of each element in the sales package.

Remember – everything you offer has value!

Ask yourself the following questions:

- What marketing are you offering via core media?
- What about online?
- Will you be promoting on social media platforms?
- Will you be including an email opt-in on the registration page?
- Will you be sending a dedicated email to your database with links to your advertiser's website or social media?
- Will you be including their logo or a special coupon or offer?
- Can you align your campaigns with any special programming or special sections?

Once you have dollar amounts next to everything, add them up to determine the value – and price – of the package as a whole.

Sample Sales Packages for All Media Types

Title Sponsorship

Logo inclusion on all promotional elements for the contest

Digital:

- Logo included in contest header graphic
- VIP Picker– pick alongside Sports staff & a local sports celebrity each round
- Email opt-in on the registration page
- Up to 3 lead-gen questions on the registration page
- Opt-in for leads and email database on registration form
- Contest page 728×90 & 300×250 served together (100% share of voice)
- Pencil Pushdown (4 times during tournament)
- 25,000 ROS impressions

Print:

- Full page contest promotional with QR code to run to run every other week during promotion
- Half-page contest promotional ad with QR code to run every other week during promotion

Email:

- 10 promo ads in our Daily Newsletter to database of XXXX
- 3 Invitation emails sent out each round to promotional database of XXXX
- Thank You email to all registered entrants
- Reminder emails to contest players prior to each round (6 total)

Social:

- Social media post made once per week for length of promotion

Investment for a mid-size market: \$5,000 - \$10,000

Supporting Sponsorship

Digital:

- Contest page 300×250 ad
- VIP Picker– pick alongside Sports staff & a local sports celebrity each round

Print:

- Logo included on ¼ page contest promotional ad with QR code to run to run every other week during promotion

Email:

- Logo included in 3 Invitation emails sent each round to promotional database of XXXX
- Logo included in Thank You email to all registered entrants
- Logo included in Reminder emails to contest players prior to each round (6 total)

Investment for a mid-size market: \$1,000 - \$2,000

Download the Pricing Guide
for YOUR Media Company

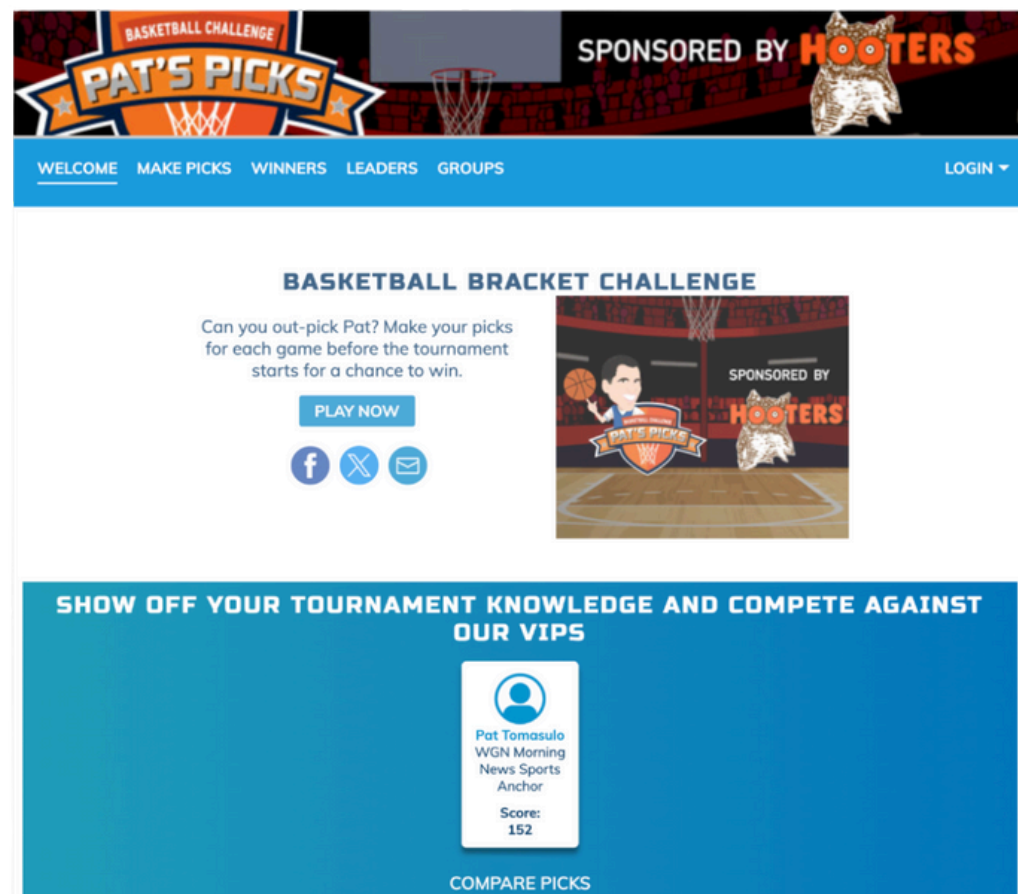


Case Studies & Inspiration

Case Studies

Pat's Picks

WGN-TV | Chicago, IL



Sponsors: WGN-TV set their sites on Exclusive Sponsorship and secured Hooters as their overall title sponsor.

Package: Hooters was looking for brand awareness as they tout their restaurants as being the perfect spot to watch sports games of any kind with friends and family, especially the college basketball tournament. WGN-TV included the Hooters logo on all promotional materials, including on-air spots and sports segment coverage. They also included an overall prize of a \$400 Hooters gift card.

Results: Over 2,600 people participated in the contest and it **secured \$15,000** in revenue for WGN-TV.

Piggly Wiggly Best of Basketball

AL.com | Birmingham, AL



Sponsors: Piggly Wiggly became a recurring sponsor for AL.com with this basketball-themed sweepstakes.

Package: The sweepstakes was run during the college basketball tournament and included major ROI driving features like opt-ins, social media follows, and a download for their app.

Results: This sweepstakes pulled in:

- Over 1,000 sponsor opt-ins
- nearly 200 app downloads
- Over 600 social media follows

Because of these results, **Piggly Wiggly is now a recurring sponsor** with AL.com, running multiple promotions throughout the year. And AL.com brought in **\$5,000** in revenue with just this sweepstakes.

Case Studies

College Hoops Challenge

Rockford Register Star | Rockford, IL



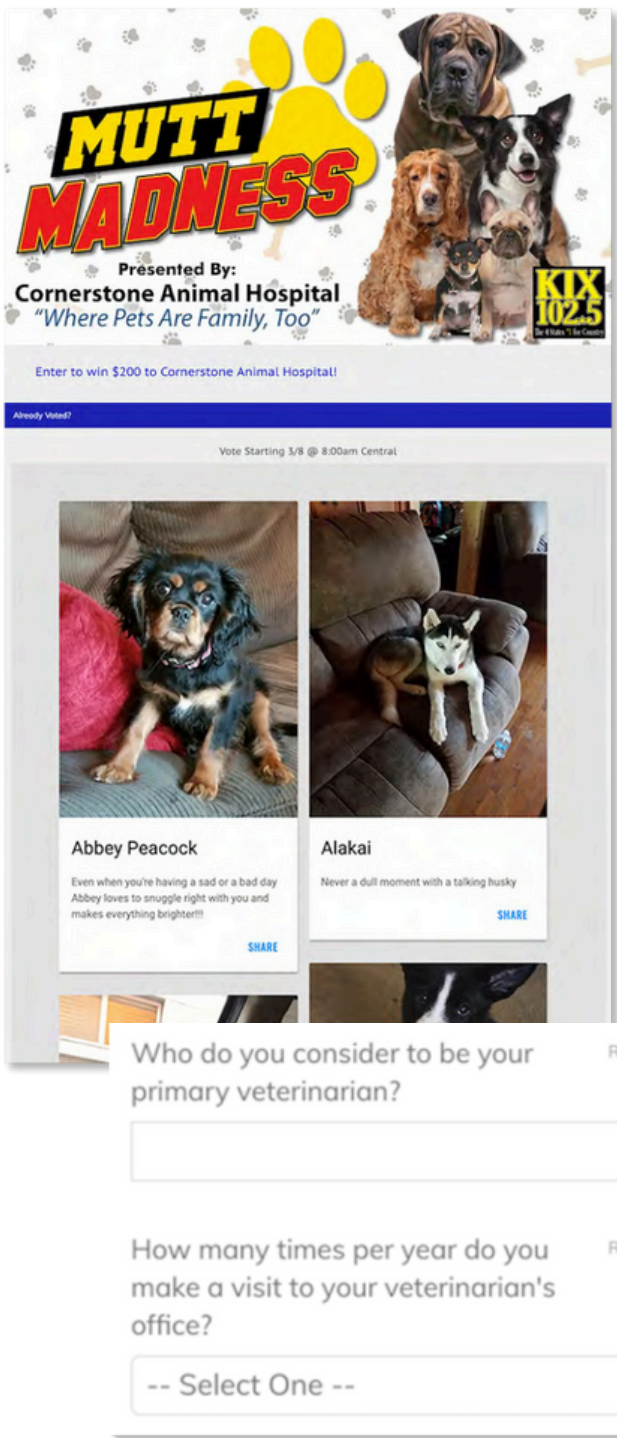
Sponsors: The paper leveraged multiple sponsorship levels at different price ranges to entice a large number of sponsors. Over 30 sponsors participated including a roofing company, plastic surgeon, local labor union, furniture stores, food bank, pest control, and others.

Package: The Rockford Register Star ensured that each sponsorship package had its benefits. Some of the lowest sponsorship tiers simply included print ads and impressions while some of the more robust top-level tiers included featured branding in emails, full-page color ads, VIP Pickers, and ROS ads. Additonally, they ran an advertiser bracket giving away additional advertising opportunites for participating businesses.

Results: The contest **drove \$76,000** for the Rockford Register Star.

Mutt Madness

KIXQ-FM | Joplin, MO



Sponsors: KIXQ-FM reached out to and secured local veterinarian, Cornerstone Animal Hospital as the sponsor.

Package: The veterinarian was interested in growing their database and identifying potential new clients. By including two survey questions and an email opt-in, the veterinarian would get a lot out of participating.

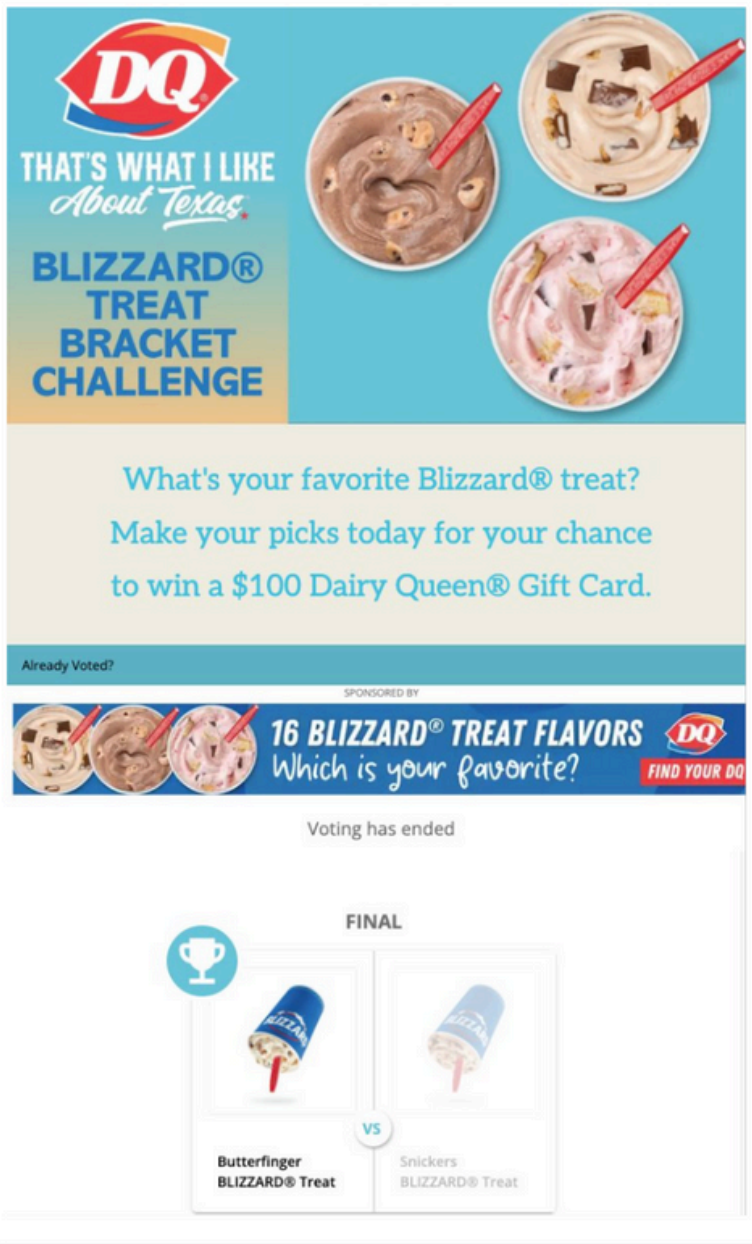
Results: The veterinarian considered this a big success. Their monthly sales **increased \$20,000** over their same month last year. The advertiser added over **600 new email addresses** to their database and identified a list of qualified leads. KIXQ-FM was able to grow their own database and secured **\$2,500** in sponsorship revenue.

[READ THE FULL CASE STUDY](#)

Case Studies

Blizzard Treat Bracket Challenge

KFDX, KJTL & KJBO | Wichita Falls, TX



Sponsors: Dairy Queen, a national fast food chain

Package: The team collaborated with their sponsor, Dairy Queen, to select 16 blizzard flavors to be highlighted within the bracket. Audience members returned each round to vote to crown the winning blizzard flavor. Dairy Queen's logo and branding was prominently displayed in the header image, along with an ad right above the bracket.

Results: Dairy Queen received over 200 opt-ins and the KFDX, KJTL & KJBO team brought in **\$3,000** in revenue.

Truity Bracket Challenge

LawrenceJournalWorld | Lawrence, KS



Sponsors: The Lawrence Journal World was able to secure Truity Credit Union as the title sponsor.

Package: The sponsorship package included the credit union's branding on the online bracket. Their branding was also included on the paper's print bracket which runs in the paper four times during the tournament and updated as the tournament progresses. Trinity Credit Union also provided a \$500 gift card for the winning user which helped incentivize participation.

Results: The contest **drove over \$12,000** for the Lawrence Journal World!

Case Studies

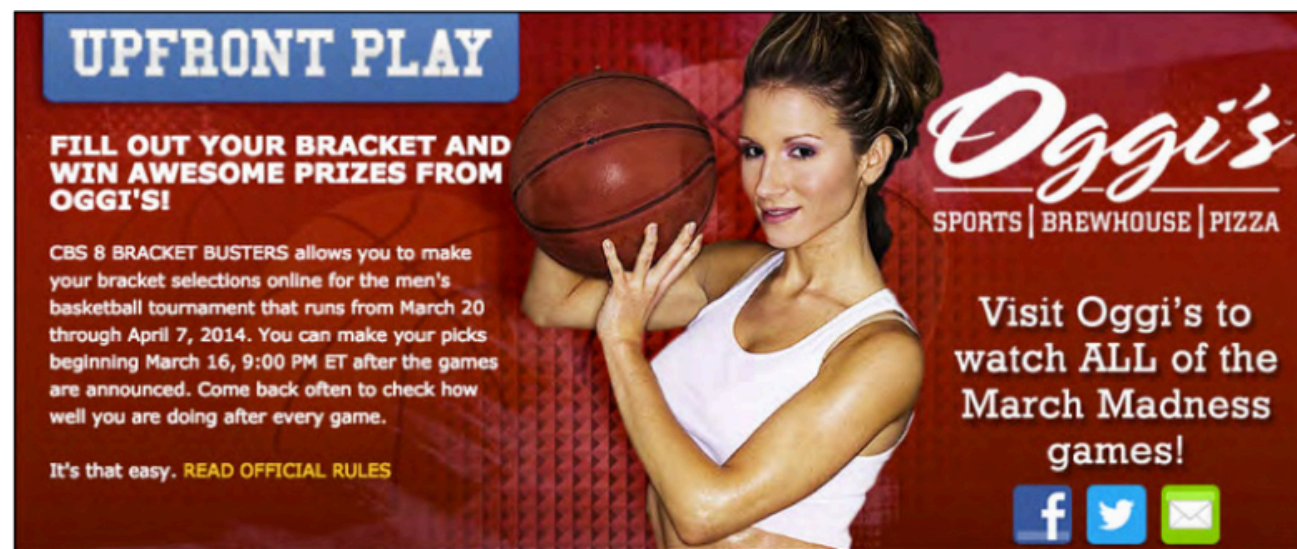
Basketball Campaign

KFMB-TV & KFMB-FM | SanDiego, CA

KFMB wanted to capture the buzz around the college basketball tournament, so they launched a campaign featuring 3 unique contests – a traditional bracket, a custom bracket, and a sweepstakes.

The **whole campaign brought in \$58,000 in revenue**, and proved the value of running multiple basketball promotions.

Bracket



Sponsor: Oggi's Pizza & Brewing **Package:** Email, online, on-air spots and live mentions in the new with the Sports Director, who was a VIP Picker.

Package: Email, online, on-air spots and live mentions in the new with the Sports Director, who was a VIP Picker.

[READ THE FULL CASE STUDY](#)

Sweepstakes

People guessed how many basketballs were stuffed in a Hyundai Veloster at Drew Hyundai. They could earn more chances to win with code words.

Sponsors: Drew Hyundai

Package: All promotional elements, including TV and radio promotion, mentioned both the advertiser and the vehicle.

Prizes: The most accurate guesser won a 3-year lease of the Veloster.



Custom Bracket

The morning show DJs took 4 selfies and put them in a custom bracket.

Sponsors: Urge Gastropub, Barrel Room, Brother's Provisions

Package: People were encouraged to listen to the morning show every weekday for results and announcements on the next round, and the grand prize was given away at Urge in order to drive traffic.



Case Studies

Munch Madness

KLIN-AM | Lincoln, NE



Sponsors: The KLIN-AM TV team secured 2 sponsors for this voting bracket: University of Nebraska Federal Credit Union and James Arthur Vineyards.

Package: This voting bracket was run at the same time as the college basketball tournament, but put a spin on the basketball bracket. 64 local restaurants were highlighted, and the audience had to come back day after day to vote and pick the top restaurant.

Results: Nearly 21,000 votes were cast by over 4,000 audience members. KLIN-AM secured nearly 300 promotions opt-ins, over 150 newsletter opt-ins, and **\$4,500** in revenue.

Lexington Diagnostic Ticket Giveaway

WKYT-TV | Lexington, KY

A screenshot of a Facebook post for a ticket giveaway. The post features a basketball and a car, with text: 'WIN 2 TICKETS TO KENTUCKY vs LSU • MARCH 5TH & A BIG BLUE NATION BASKET'. Below this is a large 'ENTER NOW' button. To the right of the button is a yellow circle with a key icon and the text 'Turnkey available!'. Below the button is a form with an email input field and a 'CONTINUE >' button. To the right of the form is a survey with three questions, each with 'Yes' and 'No' radio button options. The survey questions are: 'Did you know you have a choice of where to go for your radiology/medical imaging needs that can save you hundreds of dollars?', 'Have you ever been a patient at Lexington Diagnostic Center?', and 'Would you like more information on prostate cancer screenings and prostate MRIs?'. At the bottom of the form are social media icons for Facebook, Twitter, Email, and Pinterest, and a footer with 'Terms of Service Privacy Policy Rules' and 'Powered by second'.

Sponsored by a local medical center, Lexington Diagnostic Center and OPEN MRI, this basketball ticket giveaway was a huge success for the sponsor - **over 2,600 entries** were received. With dedicated survey questions, they **generated a list of hundreds of hot leads** interested in learning more about screenings offered at their business.

Case Studies

Basketball Bracket Campaign

WPSD-TV | Paducah, KY

WPSD was looking for a unique opportunity to increase their revenue and drive increased awareness for their sponsors, Taylor Automotive and Union City Ford. The station decided on a basketball campaign including a bracket, sweepstakes, and quizzes.

The **campaign brought in \$15,000 in revenue** and lead to their highest participation in three years.

March Mania Bracket



Prize: Local round winner received a \$25 gift card to Taylor Automotive, and local overall winner received a \$250 gift card to Taylor Automotive

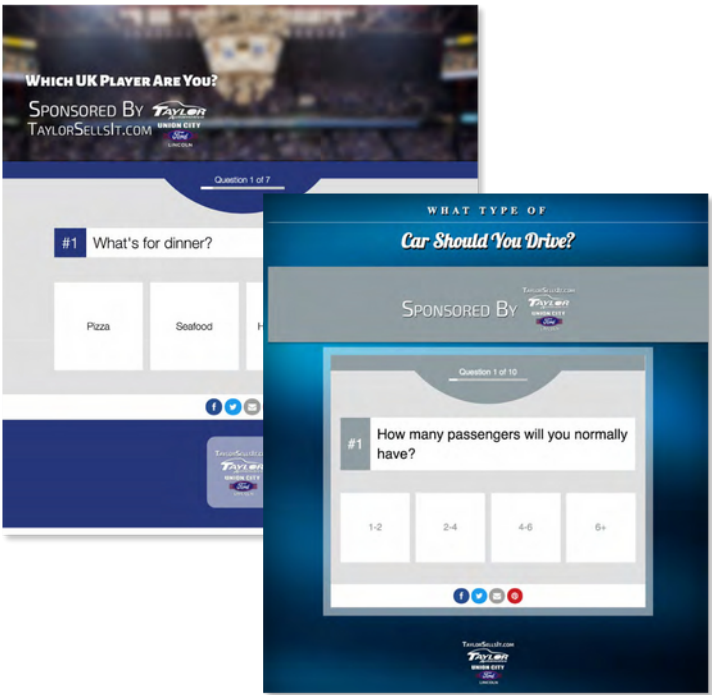
Results: 53% increase in users since the previous year



March Mania Sweepstakes

Prize: \$500 Visa Gift Card

Results: 67% opt-in rate, more than 2,500 entries, and qualified leads from survey questions



Basketball Quiz Bundle

Quiz Titles: "Which UK Player Are You?" & "Which Car Should You Drive?"

Results: 252 new advertiser Facebook Likes and quizzes taken more than 2,500 times

[READ THE FULL CASE STUDY](#)

Case Studies

Bracket Fiasco

AtlantaJournal-Constitution | Atlanta, GA



Sponsors: Multiple sponsors at different levels including Kroger and the Kentucky State University School of Business

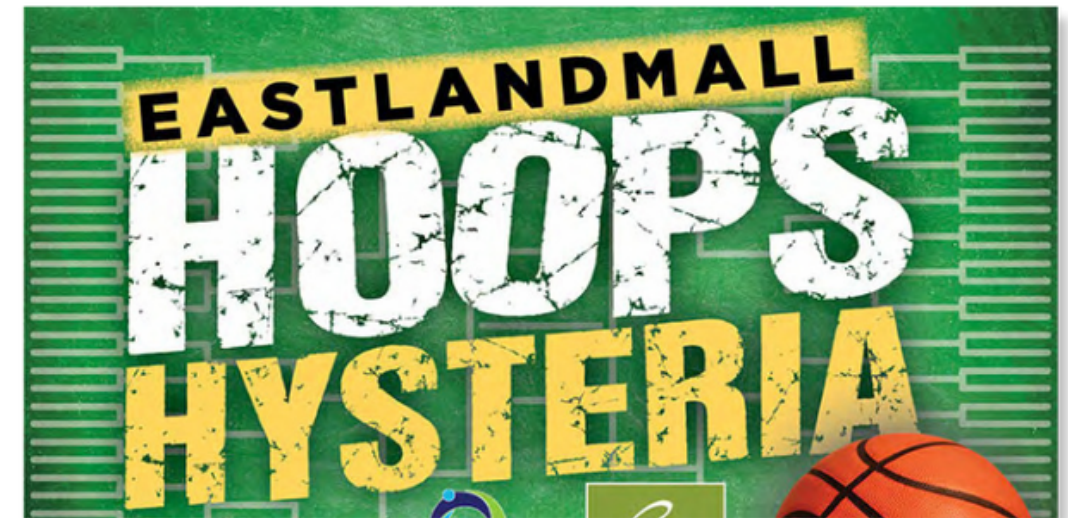
Package: Three sponsorship tiers each leveraging print, social media, and website ads. Sponsorship tiers were each provided a number of VIP Pickers. The business with the VIP Pickers which landed the best bracket would receive additional ROP ads.

Results: The high level of contest promotion combines with their three sponsorship levels lead to **\$30,000 revenue**.

[READ THE FULL CASE STUDY](#)

Eastland Mall Hoops Hysteria

EvansvilleCourier-Press | Evansville,IN



Sponsors: Eastland Mall (Title Sponsor), plus 2 secondary sponsors, 16 VIP pickers, and prize sponsors.

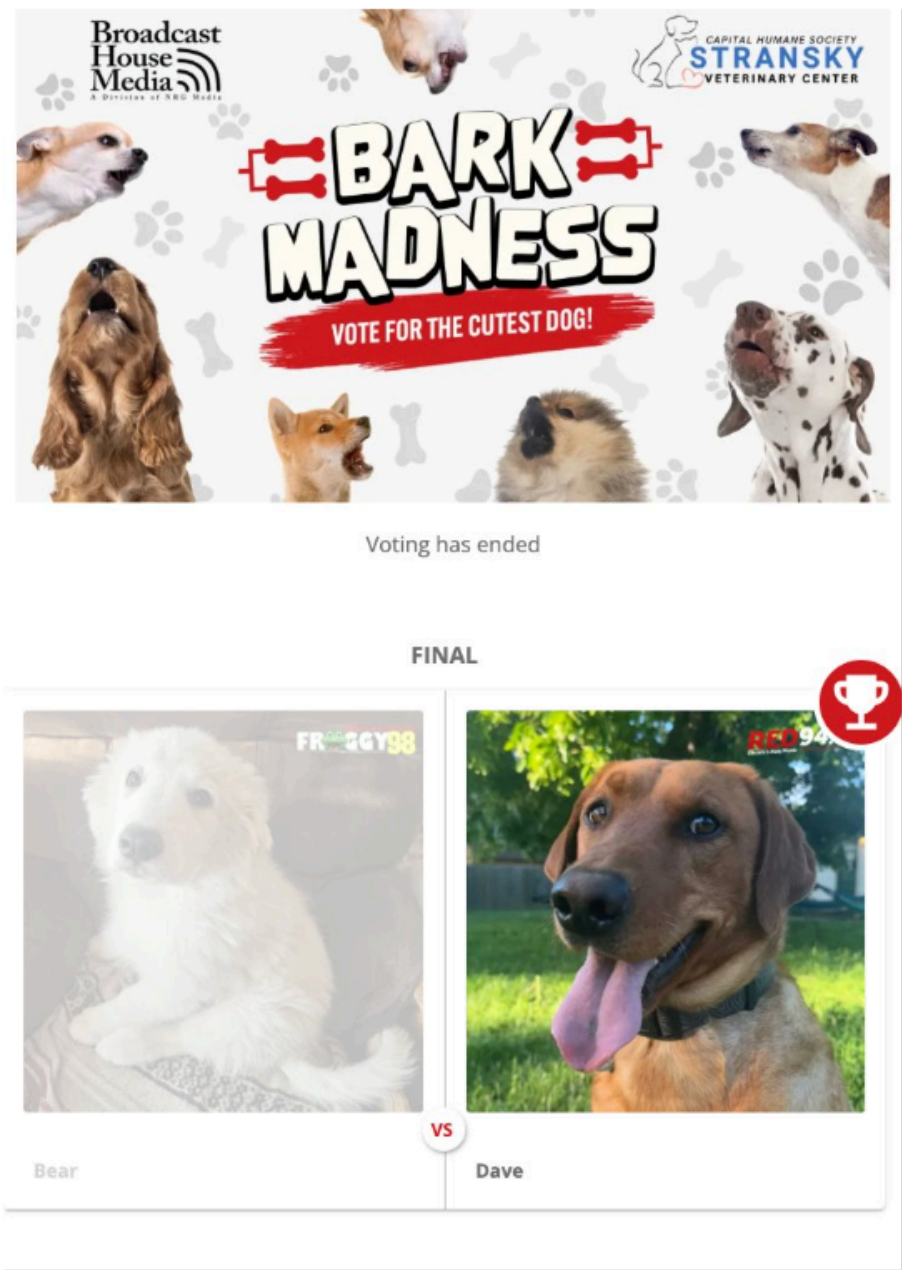
Package: The title sponsorship package included naming rights, name on promotional materials, and print and online ads. Secondary sponsors received all but naming rights, and VIP pickers received print and online advertising only. Prize sponsors received trade for inclusion.

The paper marketed the contest with a double truck on the first day of the bracket and a full-page advertisement after each round, as well as with a robust online campaign.

Prizes: The grand prize was an LG 60" LED True-Motion TV and LG Smart Blu-Ray player with Wi-Fi and Magic Remote.

Results: The promotion drove **\$23,000 in revenue**.

Inspiration & Ideas



Bracket: Bark Madness



Sweepstakes: The Big Dance Basketball Tournament Giveaway



1. 1. In what year did the first NCAA Men's Basketball Tournament take place?



Quiz: Think You Know College Hoops?

Inspiration & Ideas



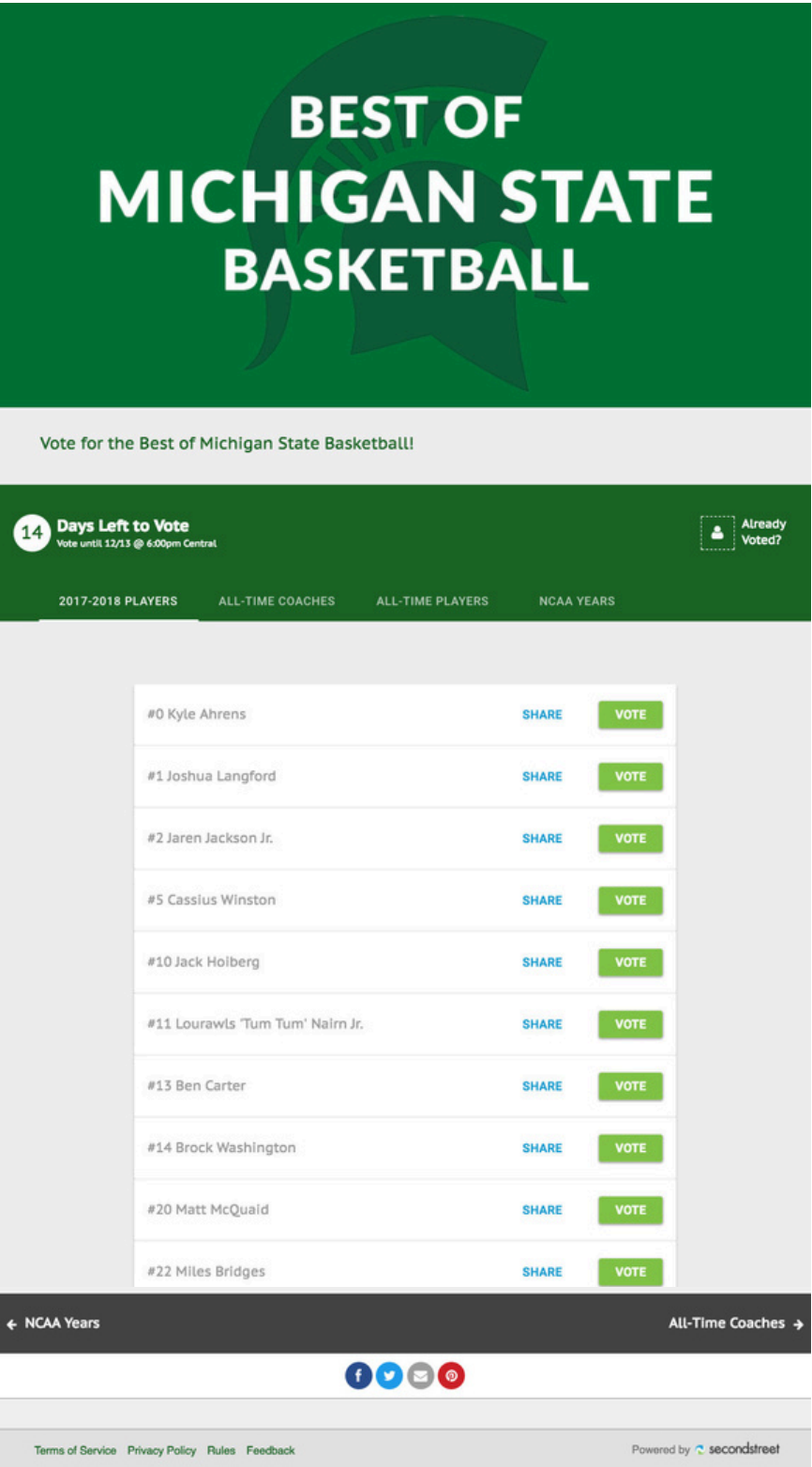
Features in Holmen is giving you a chance to win free food every week during the Menu Madness Sweepstakes!

How to play:
We've taken 32 food items from the Features menu and paired them up for five rounds of competition. The winning menu items in each round will advance to the next round until it is down to the last two menu items. The final round will determine the winner of the best menu item at Features in Holmen!

1. Complete the registration form and choose your favorite menu items in each level of the bracket.
2. Come back each week to choose from the winning menu items in each bracket to have a chance to win the prize for that week!



Bracket: Menu Madness



Ballot: Best of Michigan State Basketball

MEN'S SCHEDULE

Session 1 <small>(First round)</small>	Wednesday, March 12, 2025	3 games	Game 1: 3:30 PM Game 2: 25 mins after Game 1 Game 3: 25 mins after Game 2
Session 2 <small>(Second round)</small>	Thursday, March 13, 2025	2 games	Game 4: 12:00 PM Game 5: 25 mins after Game 4
Session 3 <small>(Second round)</small>	Thursday, March 13, 2025	2 games	Game 6: 6:30 PM Game 7: 25 mins after Game 6
Session 4 <small>(Quarterfinal)</small>	Friday, March 14, 2025	2 games	Game 8: 12:00 PM Game 9: 25 mins after Game 8
Session 5 <small>(Quarterfinal)</small>	Friday, March 14, 2025	2 games	Game 10: 6:30 PM Game 11: 25 mins after Game 10
Session 6 <small>(Semifinals)</small>	Saturday, March 15, 2025	2 games	Game 12: 1:00 PM Game 13: 25 mins after Game 12
Session 7 <small>(Championship)</small>	Sunday, March 16, 2025	1 games	3:30 PM

Register to win 2 tickets for the Big Ten Men's Basketball Tournament Sessions 6-7 (semifinals and championship) on March 15-16 at Gainbridge Fieldhouse from WISH-TV!

Email

Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >

Turnkey available!

Sweepstakes: Big Ten Men's Basketball
Tournament Ticket Giveaway

Inspiration & Ideas



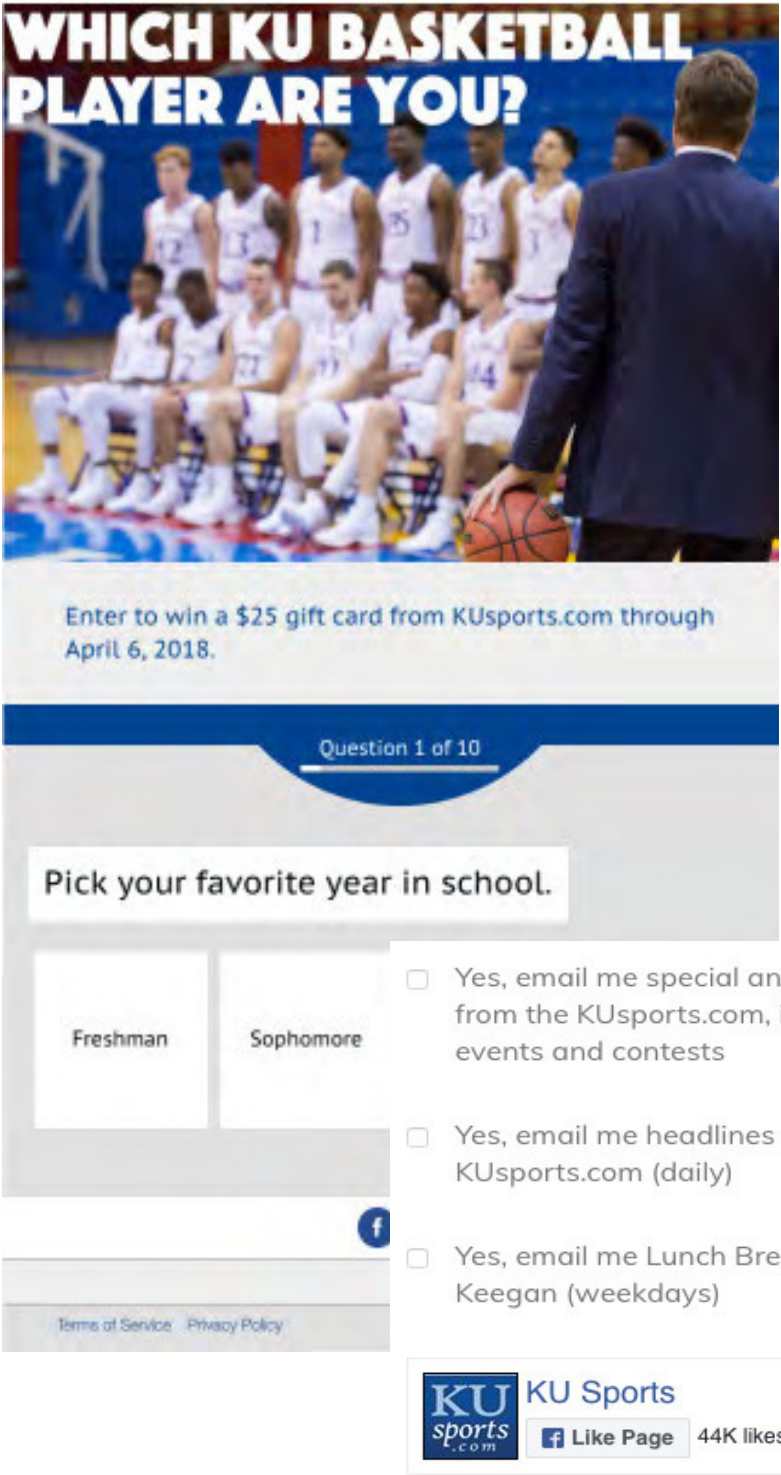
Bracket: Bracket Challenge



Bracket: Bracket Madness

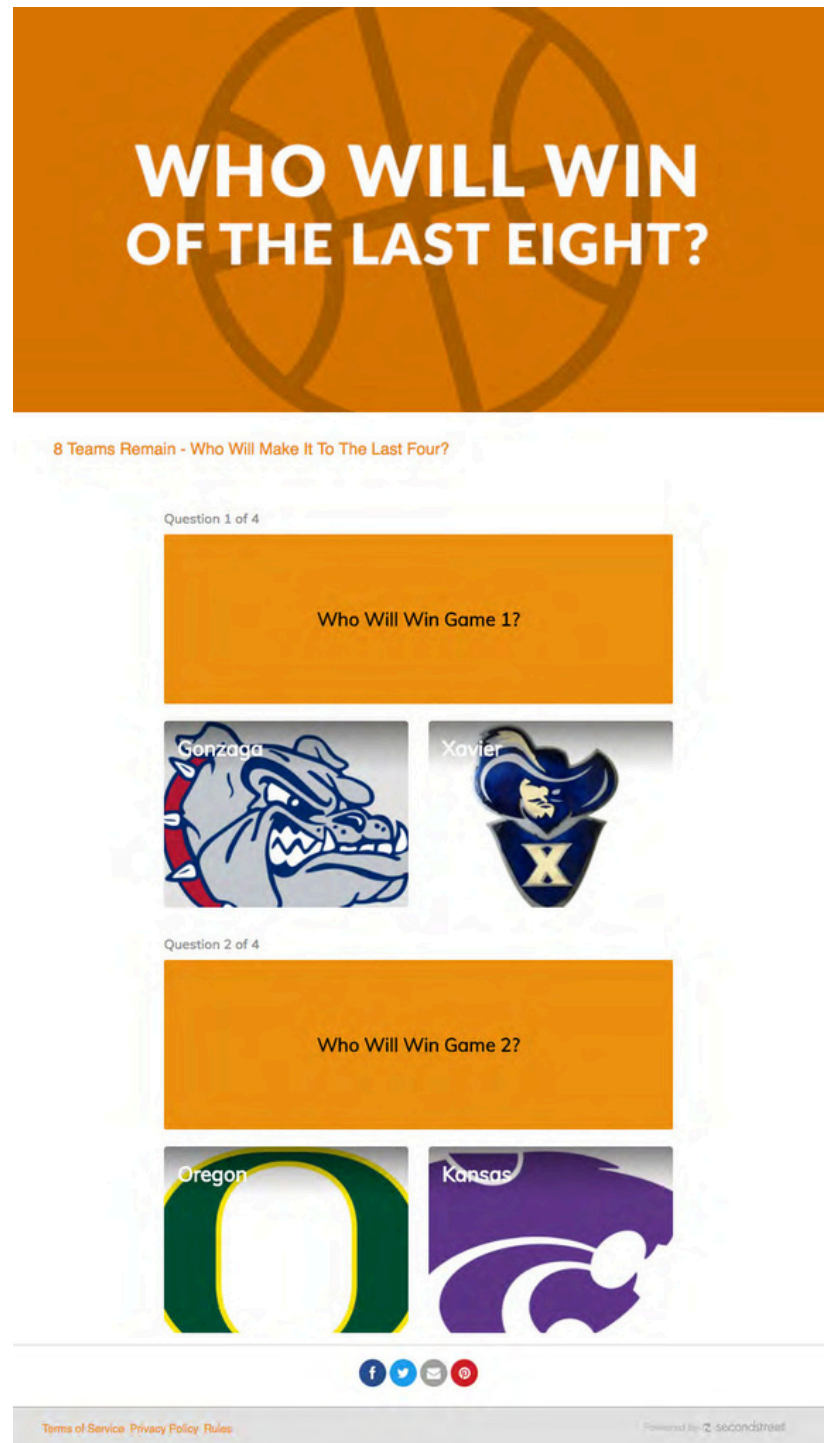


Photo Contest: Mobile Mutt Madness

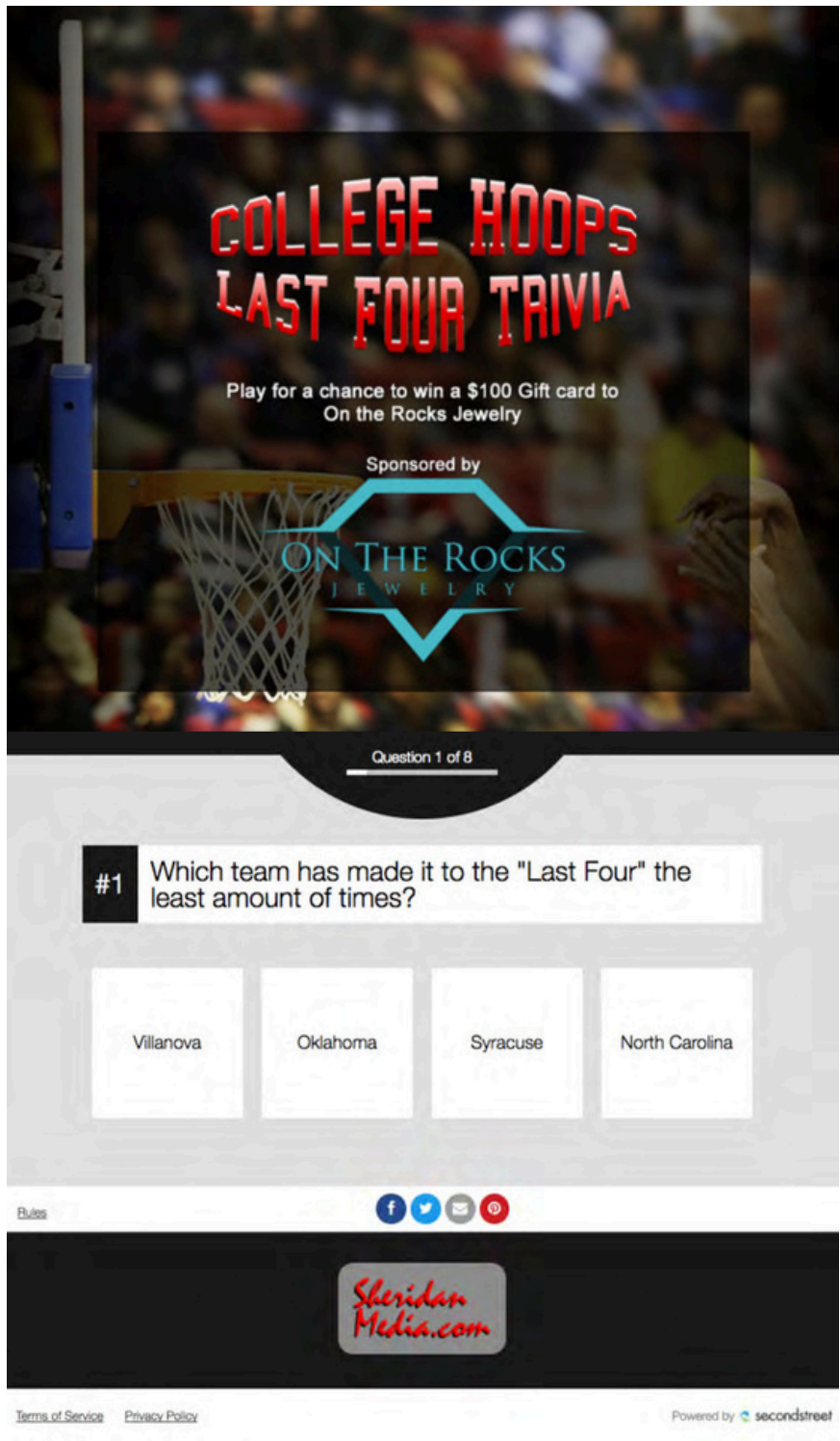


Quiz: Which KU Basketball Player Are You?

Inspiration & Ideas



Poll: Who Will Win of the Last Eight?



Quiz: College Hoops Last Four Trivia



Sweepstakes: Win Tickets to the Westchester Knicks

Inspiration & Ideas

Turnkey available!

WHAT KIND OF COLLEGE HOOPS FAN ARE YOU?

Take the quiz to find out and be entered to win two free adult buffets and drinks from Pizza Inn

Question 1 of 3

#1 Example Question

Answer One

Answer Two

Answer Three

Answer Four

Terms of Service

Privacy Policy

Rules

Powered by

secondstreet

Quiz: What Kind of College Hoops Fan Are You?

PICK Your Favorites

Country Classics • 80s Country • 90s Country • 2000s Country

Already Voted?

Voting has ended

FINAL

00's COUNTRY

90's COUNTRY

Toby Keith - Courtesy Of The Red, White & Blue

George Strait - Love Without End Amen

Bracket: March MAXness

NEWSWATCH 12 kdrv.com

MARCH MATTRESS GIVEAWAY

Grand prize worth over \$3,900!

ENTER NOW!

Newswatch 12 and Garrison's Sleep bring you the 2024 March Mattress Giveaway!

Enter to win a

Ultra comfortable, Queen size Simmons Mattress, Prime Smooth Mattress Protector, Advanced Motion Base, and Red Carpet Installation!

Valued at \$3,900

Enter below through April 1st, 2024 for your chance to win. Winner will be announced April 2nd.

Thank you to our title sponsor:

Contest Rules: One entry per person. No purchase necessary. Total value of prize is \$3,996.99. W9 is required to be filled out by prize winner. Full Newswatch 12 terms and restrictions apply.

Email

Required

By clicking the submit button below, I agree to the Terms of Service and Privacy Policy

CONTINUE >

Sweepstakes: March Mattress Giveaway

Inspiration & Ideas

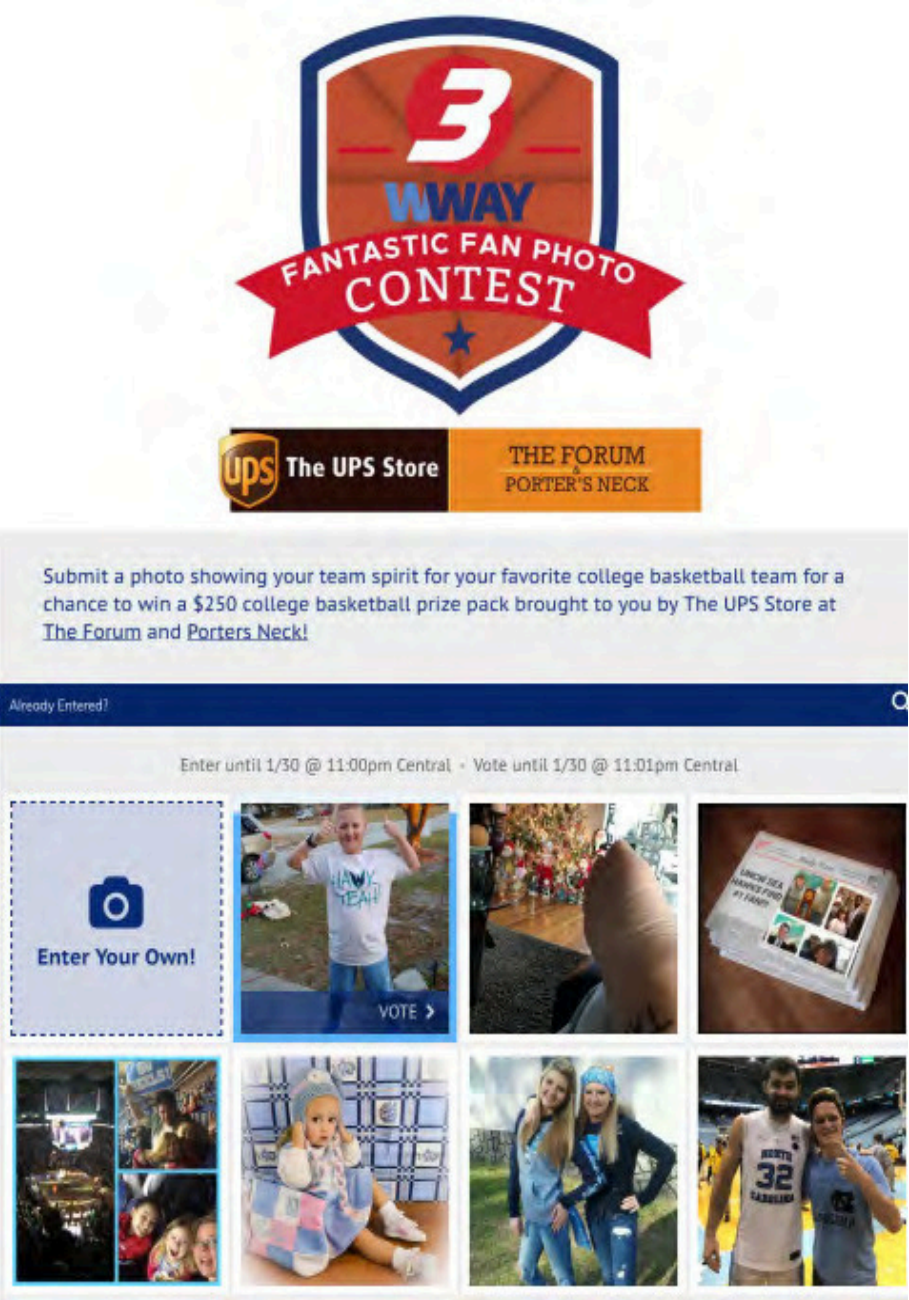


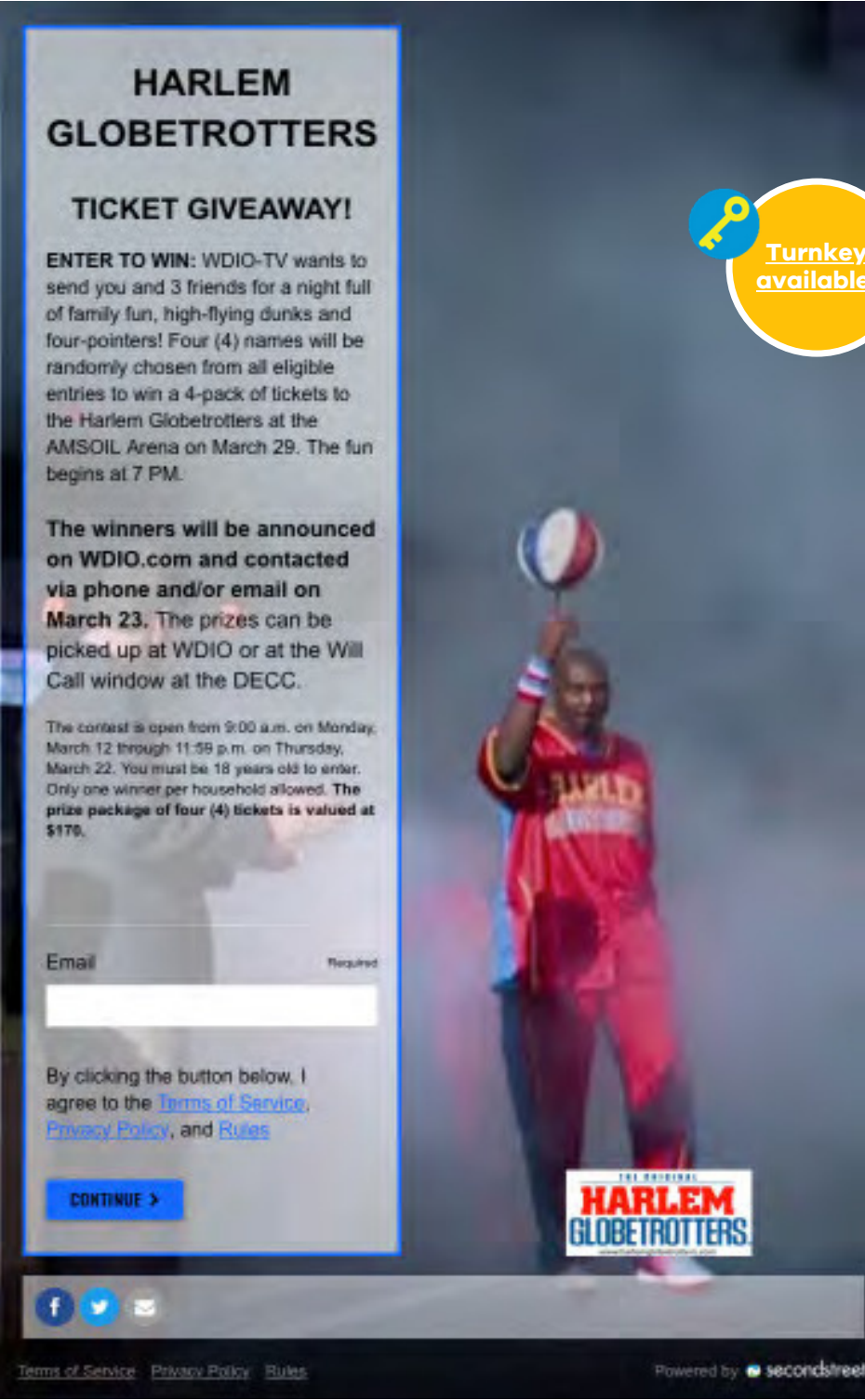
Photo Contest: FANtastic Fan Photo Contest



1. What is the University of North Carolina at Chapel Hill, Tar Heels mascot name?

<input type="text" value="Ramsy"/>	<input type="text" value="Rameses"/>	<input type="text" value="Heelster"/>	<input type="text" value="Tarbo"/>
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Quiz: Mascot Madness

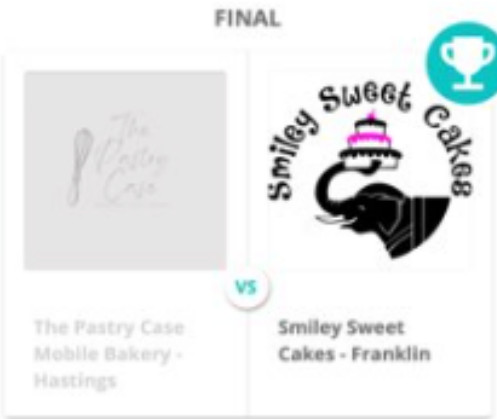


Sweepstakes: Win Harlem Globetrotters Tickets

Inspiration & Ideas



Voting has ended



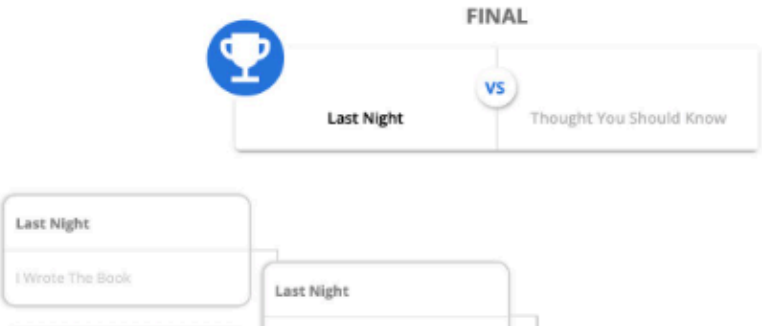
Bracket: Tournament of Treats



Quiz: College Hoops - Last Four Trivia



Voting has ended



Bracket: Morgan Madness



How to Promote

How to Promote

Getting the Word Out

Getting the word out is the key to success for any campaign, but this especially holds true for a major initiative like basketball.

With that in mind, you want to make sure that above all, your basketball promotions are easy to find and share.

Your basketball promotions should be one exciting, integrated, multimedia campaign.

Leverage the power of any existing initiatives you run – such as basketball-themed print special sections or basketball round-up broadcasts – to promote your basketball campaign.

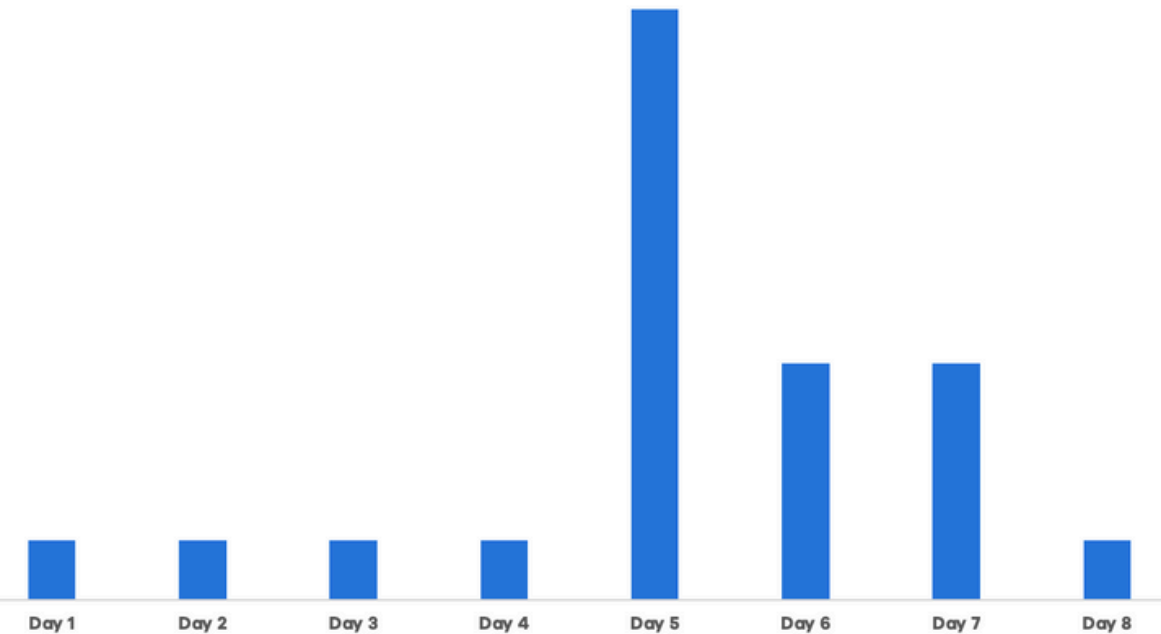
Furthermore, keep in mind that digital assets drive digital conversions. Email is one of the most valuable assets in your marketing arsenal, so use it often and well.

The Power of Email

When you are promoting your basketball campaign, email is the most valuable tool in your arsenal. After all –

Email is the #1 drive of digital conversions.

You can see the power of email for yourself in the following example from one of our partners. While the quiz was up and active on their site, it wasn't until they sent the dedicated email that they saw a huge spike in engagement. The email still impacted engagement for the days following when it was sent.



How to Promote

Promoting Your Basketball Promotions

Email

- Send an email to all past users announcing your new campaign
- Send an email to all opted-in users in your database who are interested in sports to announce your new basketball campaign
- Send a reminder email before your promotion launches, during the promotion, and when it ends to thank players for participating and announce winners
- Customize your emails with a sponsor message
- Include an offer or coupon from your sponsor, if possible
- Encourage your sponsor to promote to their own email database as well

Core Media

- Utilize any traditional advertising methods available to you
- If the campaign is bundled with a special section, promote within it
- Create a :15 spot to be played on-air
- Have your talent or sports writers mention the promotion on-air and in their columns
- Encourage your on-air talent or sportswriters to participate in your pick'em as VIP Pickers
- Create a follow-up story about the winners and prizes (especially if the prize was provided by your sponsors)

Online

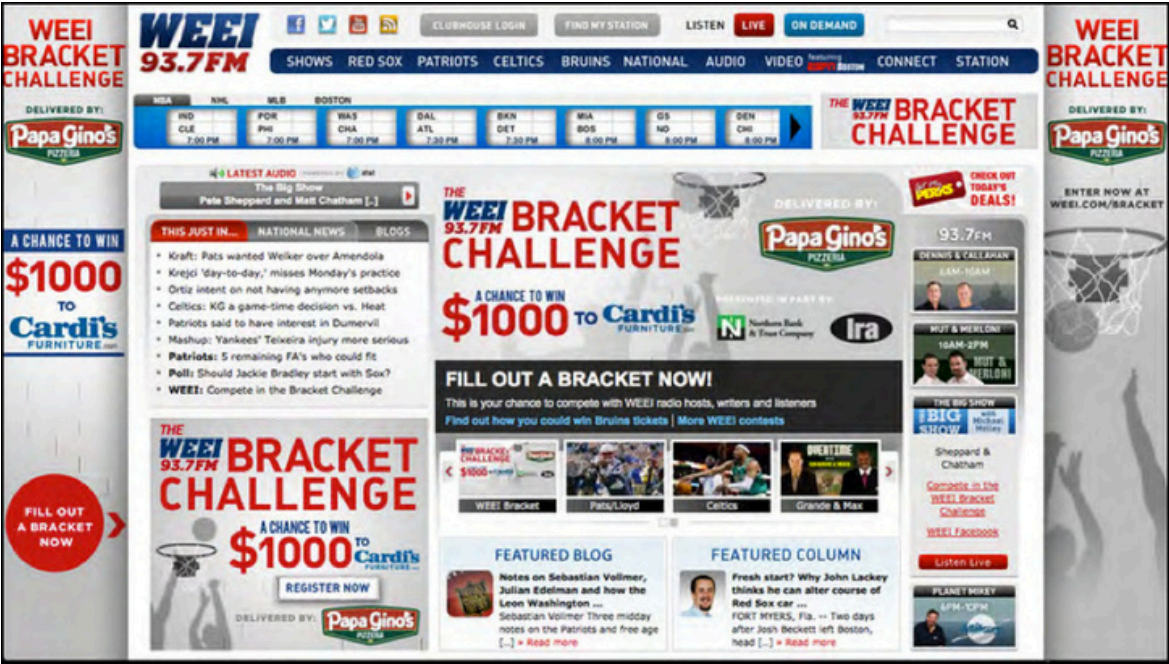
- Create a landing page on your site where all your campaigns can be found
- Have a specific link to this page in the homepage navigation of your website
- Add run-of-site or run-of-section banner ads linking to the campaign
- Promote in the features section of your homepage
- Use a sliding billboard, expanding pencil, or peel-away ad during key times of the campaign
- Create a vanity URL.

Social Media

- Post on all social media accounts about your promotions
- Include images and a call-to-action on all posts where possible
- Pin posts to the top of your page where possible
- Include shortlinks to the campaign
- Include any relevant mentions in posts, such as the name of the stadium for a ticket giveaway, or the name of the business that is sponsoring
- If it makes sense for your campaign, create a unique #hashtag

How to Promote

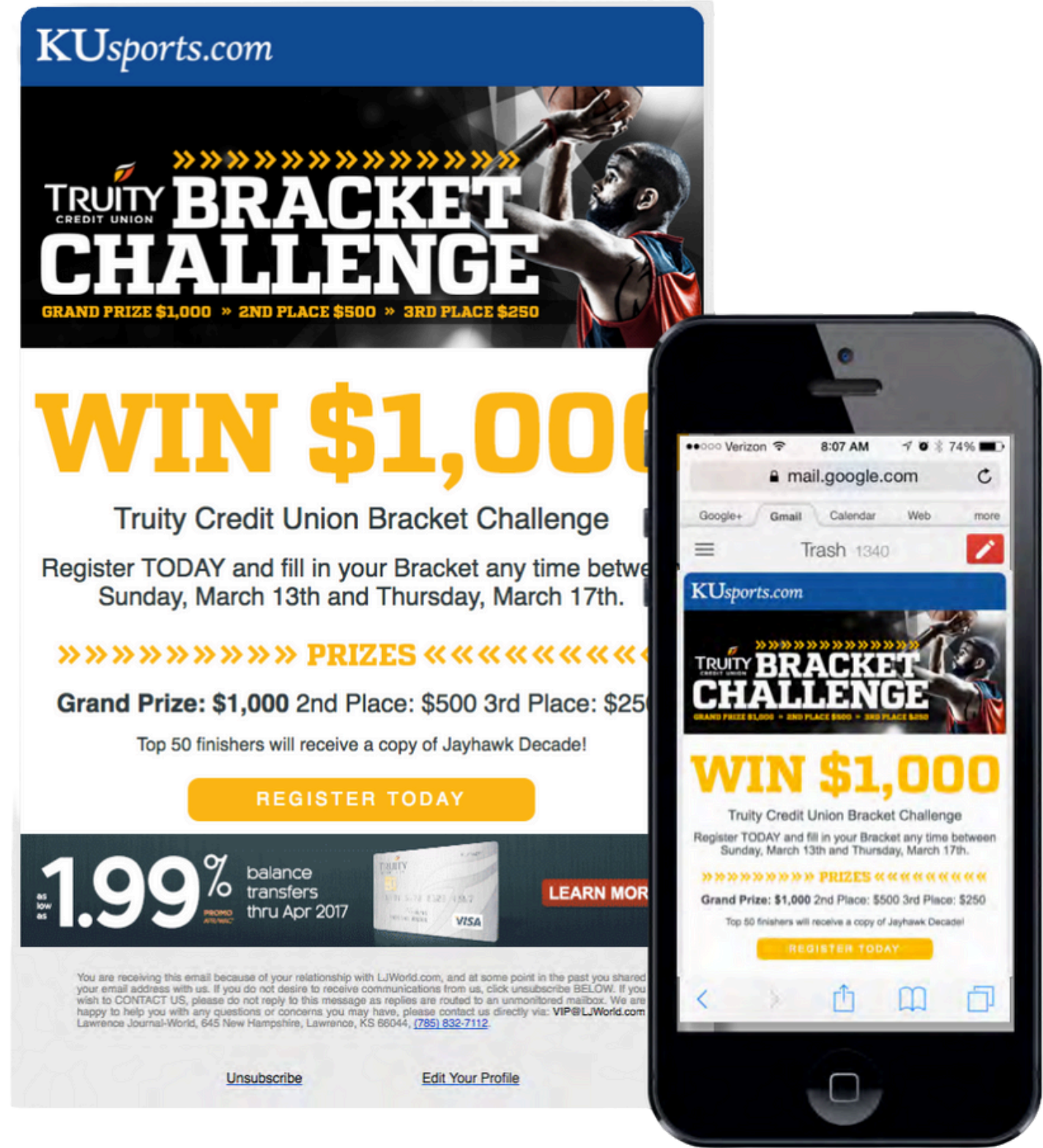
Sample Online Ads



Sample Bounceback Coupon



Sample Emails



How to Promote

Sample Print Ad

The **ONLY** way to run your office pool!

DESIGN
BENNY'S FLOORING
Owner Guaranteed Installations
CENTER

BENNY'S FLOORING

HOOPS HYSTERIA

HARBOR BAY

RABEN
TIRE & AUTO SERVICE

It's fast, **FREE** and fun!

Just choose the winners of each round. If your teams win, you win! Run and track your office pool online for free!

BENNY'S FLOORING HOOPS HYSTERIA

LOCAL PRIZES:

1ST PLACE PRIZE

- Sony 50" 3D TV with Sound Bar System from Risley's

2ND PLACE PRIZE

- Traeger Lil' Tex Elite From Spa City

NATIONAL PRIZES:


- \$1,000,000 for a perfect bracket
- \$10,000 for 1 or 2 incorrect picks
- \$1,000 for 3 wrong picks
- NCAA Fathead for the winner of each round
- 16GB iPad Mini for overall winner

SIGN UP NOW

CONTEST STARTS MARCH 7 AND ENDS APRIL 8.

TO ENTER, VISIT:
courierpress.com/contest


Sample Social Promotion



WGN TV · Follow

March 16, 2025 · 🌐

Enter your bracket in our Pat's Picks contest! One lucky winner will win a \$400 gift card to [Original Hooters](#) and a \$250 gift card to Council Oak Steaks & Seafood inside the [Hard Rock Casino Rockford](#). Enter now at this link: https://wgntv.com/.../pats-picks-sponsored-by-hooters...



NO PURCHASE NECESSARY. ARV \$450. COMPLETE RULES AT [WGNTV.COM/CONTESTS](https://wgntv.com/contests)

0:07 / 0:20

11 Like 1 share

Comment as Upland Second Street

Sample On-Air Integration





for more information on how you can
succeed with promotions, visit:

lab.secondstreet.com