



THE  
**SWEEPSTAKES**  
PLAYBOOK



# Introduction

Year after year, sweepstakes continue to be our top promotion type. And it should be no surprise why – they're simple to set up and quick to administer even with limited resources.

*But sweepstakes are so much more than a simple tool in your promotions kit.*

Sweepstakes are powerful. They are the number one way to grow your database, they bring in huge revenue, and their versatility makes them impactful for just about any goal you or an advertiser want to achieve.

As a media company, sweepstakes should be the support and foundation of your entire promotions strategy. Whether you're interested in engaging your audience, growing your database, or increasing your annual revenue, a sweepstakes has something to offer to anyone.



**JULIE FOLEY**

Director of Affiliate Success

julie@secondstreet.com

 @julie\_foley

## WHAT'S IN THIS GUIDE:



### **Benefits of Sweepstakes**

From revenue growth to data collection, find out all you can do with sweepstakes.



### **Types of Sweepstakes**

Understand the three different types of sweepstakes.



### **How to Plan Sweepstakes**

Tips for running sweepstakes & a calendar of ideas.



### **How to Sell Sweepstakes**

How to sell & the ways you can incorporate an advertiser.



### **How to Promote Sweepstakes**

A bunch of can't-miss ideas to ensure the best results.



### **Case Studies & Inspiration**

See tons of examples of how sweepstakes are working for media companies and their advertisers.



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

[See the Turnkeys ✨](#)

The background features a dark blue gradient. On the right side, there is a light blue graphic consisting of three vertical bars of increasing height from left to right, topped with a large arrow pointing upwards and to the right. The text 'Benefits of Sweepstakes' is overlaid on the left side of the image.

Benefits

of Sweepstakes

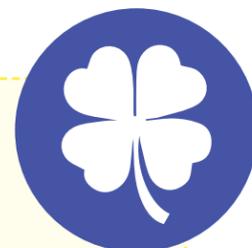
# Drive Revenue

Sweepstakes are one of the best ways to drive revenue for your media company. Not only can a sweepstakes drive in significant revenue on its own, but it can also make the perfect enhancement to an existing advertising campaign or sponsorship.

## Ultimate Fix Up 2018

Entercom Portland | Portland, OR | DMA: 22

For the fifth year in a row, Entercom Portland ran their Ultimate Fix Up sweepstakes showcase featuring five home improvement companies. The station leveraged unique survey questions for each advertiser to drive qualified leads and also included an email opt-in to help grow each sponsor's list. Not only did the station collect 1,400 email addresses for the advertisers, but they generated a list of hundreds of hot leads. This multi-sponsor sweepstakes drove in \$50,000 for Entercom Portland.

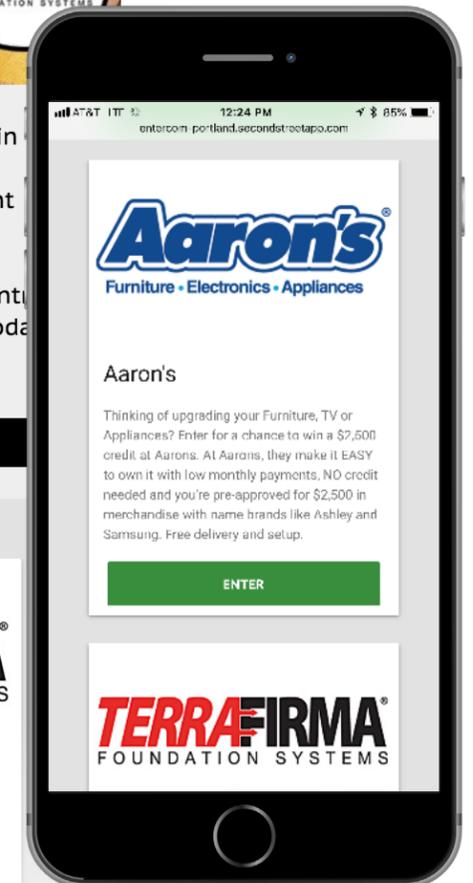


Check out all our home improvement turnkey sweeps!



Calling all homeowners - now is your chance to win up to \$2,500 in credit to be used at any of the Ultimate Fix Up sponsors below! Whether you need furniture and appliances, or home improvement services, we've got you covered.

**Increase your chances of winning!** You may submit up to five (5) entries in this contest, one entry per sponsor box below. So get started today and give your home the Ultimate Fix Up!



NEED A ROOF? GET A ROOF.  
**503 GET-ROOF**  
(503) 438-7663  
Giron Roofing LLC  
OR: 217028 WA: GIRONROOF31FS  
www.503GETROOF.COM

### Giron Roofing LLC

What's the health of your roof? Enter for a chance to win up to a \$2,500.00 credit to repair, replace or maintain your roof from Giron Roofing LLC! Giron Roofing LLC has always put customers first, they strive to be eco-Friendly, are proud to install Malarkey Certified Roofing Systems & your satisfaction is their main goal!

### TERRAFIRMA<sup>®</sup> FOUNDATION SYSTEMS

### TerraFirma Foundation Systems

Got a foundation, waterproofing or crawl space issue? Enter for a chance to win up to a \$2,500.00 credit to TerraFirma Foundation Systems! TerraFirma Foundation Systems are the experts in foundation repair, basement waterproofing and crawl space encapsulation for all of Oregon and western Washington!

[Read the Full Case Study](#)

# Grow an Engaged Database

Sweepstakes are one of the best – if not *the* best – ways to grow your database. But the important thing isn't about having the biggest list, it's about having an engaged list. The true value of an email address relies on the email being opened. People love a chance to win a prize, so emails offering them a chance to win is a great way to help keep your audience engaged.

## Ozark Empire Fair - Go Wild Sweepstakes!

KYTV-TV | Springfield, MO | DMA: 75

With the Ozark Empire Fair approaching, the local attraction was looking for a way to excite the audience about all of their special guests and events, while also determining which events might draw the biggest crowds. KYTV created the Go Wild Sweepstakes offering free tickets and prize packs to the event of the winner's choice – based on their response to a custom survey question. The sweepstakes brought in 6,500 entries in just nine days. And the follow-up email to participants garnered a 25% open rate!



**ENTER TO WIN FREE TICKETS**

**THE GOWILD SWEEPSTAKES**

Email Required

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

**CONTINUE >**

**THE GOWILD SWEEPSTAKES**

Enter for a chance to win free tickets and perks to your favorite grandstand events this year at Ozark Empire Fair!

**THE FAIR SUPER PRIZE PACK**

- 4 Super Passes to the Fair
- 4 \$20 Vouchers for the Fairgrounds Store

**GRAMMY AWARD WINNER PETER FRAMPTON PRIZE**

- 4 Reserve Seats to Peter Frampton
- 4 Admission Tickets to the Fair
- 4 VIP Bootdaddy Passes

**TYLER FARR PRIZE PACK**  
WITH KELLEIGH BANNEN

- 4 Reserve Seats to Tyler Farr
- 4 Admission Tickets to the Fair
- 4 VIP Bootdaddy Passes

**KY3 THE PLACE TO BE**

Greetings KY3 Viewer,  
Enter for your chance to [win free tickets](#) and perks to your favorite grandstand events this year at the Ozark Empire Fair!

**ENTER TO WIN FREE TICKETS**

**THE FAIR SUPER PRIZE PACK**

- 4 Super Passes to the Fair
- 4 \$20 Vouchers for the Fairgrounds Store

**GRAMMY AWARD WINNER PETER FRAMPTON PRIZE**

- 4 Reserve Seats to Peter Frampton
- 4 Admission Tickets to the Fair

# Collect Data

Having a robust email database means much more than just having a lot of email addresses. Combine the low barrier to entry of a sweepstakes with a couple survey questions and demographic data, and you're collecting valuable consumer profile data that's ready for targeting and segmenting.

## "The Gift of Magic Giveaway"

KCLR-FM | Columbia, MO | DMA: 137

A local travel agent was looking to build a list of qualified leads for future vacation packages. KCLR-FM worked with them to create a giveaway complete with valuable survey questions. Based on the results of the survey questions, the travel agent can now create targeted email campaigns based on season and destination. When all was said and done, the travel agent added 1,300 qualified leads to their email database and made over \$30,000 directly from leads uncovered from the contest. Additionally, KCLR-FM is now able to tag the participants for their travel-related content for segmenting future promotions.



**The Gift of Magic Giveaway**

**ENTER TO WIN!**

Email Required

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

**CONTINUE >**

**Classic Travel and Tours wants to send you to Disney World!**

**Enter to win a trip for 4 to the magical place on Earth!**

What is your favorite time of year to travel? Required

Spring (March, April, May)

Summer (June, July, Aug)

Fall (Sept, Oct, Nov)

Winter (Dec, Jan, Feb)

What kind of vacation would you like to take? Required

European

African Safari

River Cruise

Wisk me away to some place tropical!

Which best describes what you are looking for in a vacation. Required

Relaxation

Adventure and Exploration

Cultural and/or Historical

Yes, I would like Classic Travel and Tours to contact me about planning a vacation.

[Terms of Service](#) [Privacy Policy](#) [Rules](#) Powered by

**Classic Travel and Tours**  
Like Page 1K likes

# Boost Social

Sweepstakes thrive on social media. By incorporating the opportunity for extra chances to win from sharing the contest on social media, these contests can easily go viral getting shared over and over. Plus, by including an optional Facebook Like Box, you can directly help grow the Facebook presence of your company or an advertiser.

## Win Free Lunch for a Year!

GateHouse Media | Marion, IL | DMA: 31

Having worked with La Fiesta Mexican restaurant in the past, the team at GateHouse Media reached out to see if the restaurant was currently trying to overcome any specific challenges. Hearing that their Marion, IL location was struggling with lunch, the GateHouse team pitched a sweepstakes to win free lunch for a year. Additionally, they included a coupon for every entrant for free cheese dip on Black Friday – their worst sales day of the year. The contest was a HUGE success. The restaurant added 430 email addresses to their database, had an 800% increase in Black Friday sales, and tripled their social media following!



**LA FIESTA**  
Authentic Mexican Grill

**ENTER NOW FOR YOUR CHANCE TO WIN LUNCH FREE FOR A YEAR!**

Join us once a week for a hot, fast and fresh lunch experience on us!  
Get a coupon for a FREE dessert to use right after your lunch. Register every day for even more chances to win! simply liking and sharing this contest with us!

**See you tomorrow!**

*\*Up to \$10 credit per visit - includes lunch menu item, non-alcoholic beverage. \$10. Gratuity and/or alcoholic beverages not included. Dine in at restaurant or carry outs available.*

Email Required

**CONTINUE >**

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

**LA FIESTA**  
Authentic Mexican Grill

**ENTER NOW FOR YOUR CHANCE TO WIN LUNCH FREE FOR A YEAR!**

GATEHOUSE.SECONDSTREETAPP.COM  
**Win lunch, FREE for a year!**  
Win lunch free once per week for a year at La Fiesta Mexican Restaurant...

42 Likes 18 Comments 18 Shares

Like Comment Share

Terms of Service Privacy Policy Rules Powered by secondstreet

# Enhance Events

The success of an event relies on attendance. Whether it's an event your company is running or an event for an advertiser, a sweepstakes can help you not only cultivate an email list of interested prospects to target later, but the sweepstakes can also help you sell tickets directly.

## Kidz Expo Sweepstakes

State Journal-Register | Springfield, IL | Circ: 51,000

As September approached, the State Journal-Register was looking for a way to help drive attendance to their inaugural family event, the Springfield Kidz Expo. Since tickets to the event were relatively inexpensive, the paper wanted to offer a prize that had a lot of value to the attendees. A pair of free VIP passes to see the special guest, a famous Disney Channel star, would certainly draw in a crowd. Plus, by including an opt-in on the registration form, the paper could email interested entrants to remind them about the event as it got closer.



**ENTER TO WIN**  
a pair of  
**VIP PASSES!**

**Kidz Expo**

**FEATURING:**  
**Peyton List**  
Star of  
Disney's  
Bunk'd

Enter every day for your chance to win!

Email Required

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

**CONTINUE >**

**SATURDAY, SEPTEMBER 16**  
**11A - 5P**

**BANK OF SPRINGFIELD CENTER**

**TICKETS ON SALE NOW!**

Children 3 and under free  
\$7 advance / \$10 at the door  
\$20 Family 4 pack advance / \$30 at the door

**Buy Tickets Now**

Sponsored By: **SJR** **LRS**  
SJ-R.COM LRS HEALTH SYSTEM

Terms of Service [Privacy Policy](#) [Rules](#) Powered by

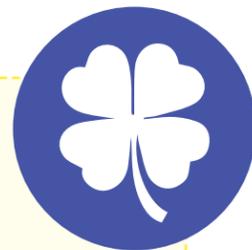
# Expand Your Marketing Services

Your advertisers want – and need – much more than digital display. As a media company, you're positioned in a unique way to help advertisers with your owned and operated services. From on-air spots and print ads to the strength of your unique audience, the assets you bring to the table make you a valuable partner for every advertiser in your market.

## Business Boost Sweepstakes

ThriveHive from GateHouse Media

GateHouse Media's marketing agency ThriveHive has been leveraging sweepstakes to help them identify new advertisers for their papers to work with within their different markets. The Business Boost Summer Giveaway awarded a prize any advertiser would want – thousands of dollars in custom digital marketing to the top three winners. They also awarded 15 more participants with \$50 gift cards. But what's the best prize? Every person who enters receives a free digital marketing consultation with GateHouse. Through survey questions, the team is able to quickly gather valuable information about the interested businesses. Nearly 900 people participated and GateHouse was able to secure 93 leads requesting a consultation.



**Take a vacation from planning your marketing**

**BUSINESS BOOST SUMMER GIVEAWAY**  
ThriveHive

**ENTER NOW!**

Our experts will do the work for you!

WIN prizes totaling **\$20,000** in FREE digital marketing

Let our experts create and run marketing campaigns for you - for FREE!

It's time to take a fresh look at your digital marketing, and get closer to your best prospects. Enter now for your chance to win a FREE digital marketing package custom-built for your business by the ThriveHive team. We're serving up these great prizes, for a limited time only.

**Sign up today! (scroll down)**

- Grand prize: One lucky winner will receive \$10,000 in FREE custom digital marketing, run by our experts
- Runner-up prizes: Two lucky winners will receive \$5,000 in FREE custom digital marketing for their business
- Additional prizes: Each week during the length of the contest, 15 lucky participants will receive a \$50 Amex gift card
- Everyone who enters will win a free digital marketing consulting session with one of our experts

Take a vacation from planning your marketing alone, and let our experts do the hard work for you!

Email Required

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

CONTINUE >

Smartphone form fields:  
Name of Business Required  
Number of Employees Required  
Would you like a free marketing consultation? Required  
My top marketing goal is: Required  
 Yes! I would like great promotions and offers from GateHouse Media Publications sent to my email.  
 Yes! Send me offers and information from ThriveHive and our affiliates

ThriveHive  
Like Page 53K likes



# Types of Sweepstakes

# Types of Sweepstakes

Sweepstakes drive great results for media companies and advertisers alike. While sweepstakes are all built the same way, depending on what you want to achieve from your contest, we break sweepstakes into three different categories – sponsored, list-builder, and advertiser.

presented by **JEFFERSON HOSPITAL**  
**A&A TITLE PAWN** **K&L TIRE AND ALIGNMENT**

## Summer Road Trip Giveaway

ENTER NOW AND WIN GAS CARDS!

**Filling up at the pump have you emptying your wallet?**  
Enter for a chance to win a **GAS CARD** so you can fill up and go this summer!!

Email  Required

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

**CONTINUE >**

Terms of Service Privacy Policy Rules Powered by **secondstreet**

## WIN \$1,000

# DeDe in the Morning

**REAL LIFE. REAL FUN. REAL CASH!**

We're giving away \$1,000 – **ONE THOUSAND DOLLARS** – EVERY weekday and all YOU have to do is listen to DeDe In the Morning on Jammin' 98.3!!

Email  Required

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

**CONTINUE >**

Terms of Service Privacy Policy Rules Powered by **secondstreet**

## Win \$1000 in Fireworks at the Big Sky Fireworks Family Extravaganza!!

**Saturday June 30th**

**BIG SKY Fireworks**

Big Sky Fireworks Family Extravaganza!! Each year, Big Sky Fireworks hosts an incredibly entertaining, family friendly event at no cost to the public. The Family Extravaganza gives everyone the opportunity to see it before you buy it! Because Big Sky Fireworks cares so much for our community, members of law enforcement, firefighters, military and their families, the proceeds from the fireworks sales are donated to Montana Vets Montana Waters

**ENTER NOW!**

Enter now for your chance to **win \$1000 in Fireworks** from Big Sky Fireworks Family Extravaganza!

Email  Required

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

**CONTINUE >**

Terms of Service Privacy Policy Rules Powered by **secondstreet**

## Sponsored Sweepstakes

The most common type of sweepstakes. A sponsored sweepstakes drives revenue and results for media company & sponsor.

## List-Builder Sweepstakes

Sometimes it's worthwhile to invest in yourself. A list-builder sweepstakes is solely about growing your own database.

## Advertiser Sweepstakes

Leveraging your unique assets, create a sweepstakes solely about your advertiser. These valuable contests drive big results.

# Sponsored Sweepstakes

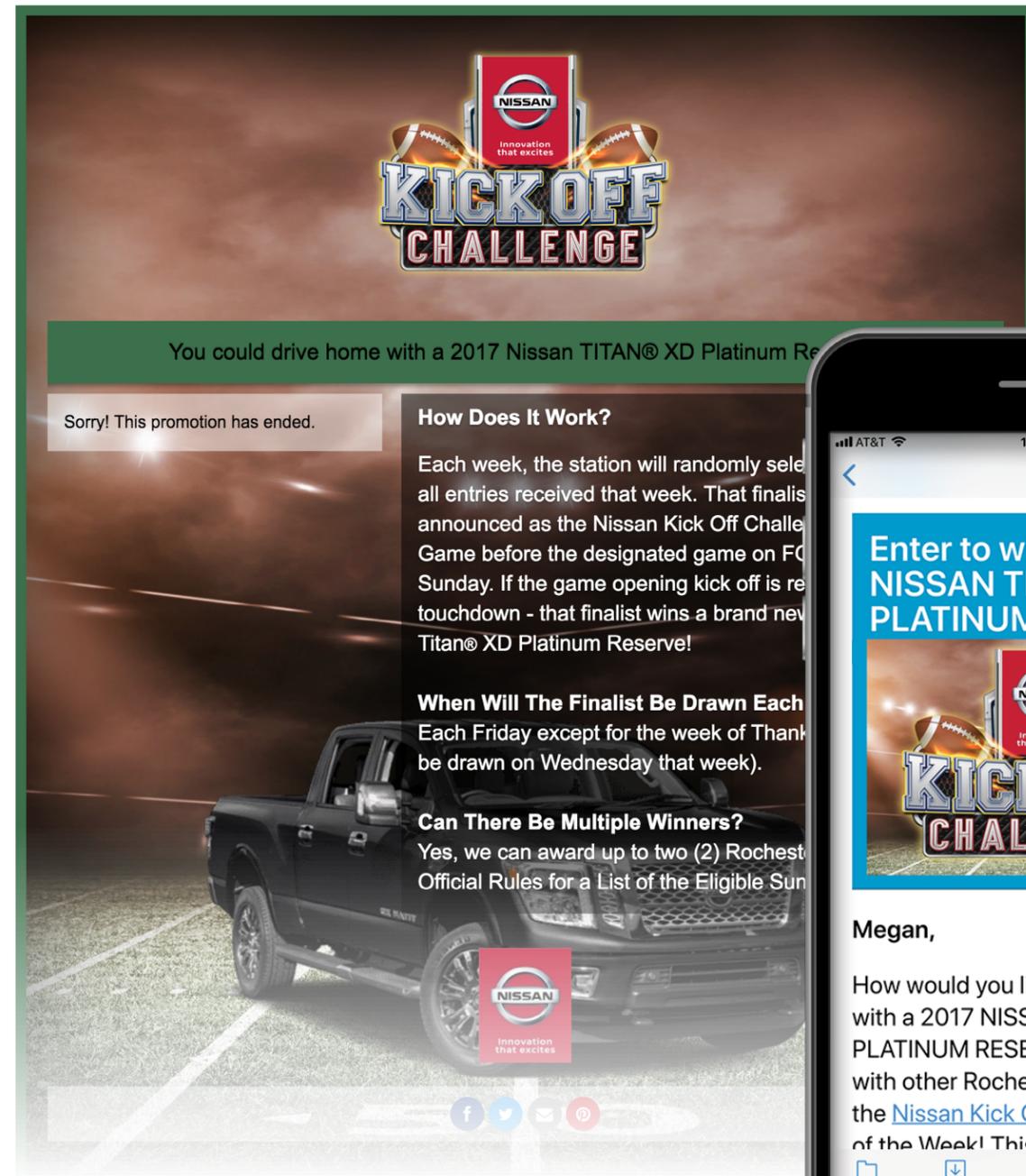
Sweepstakes drive in results every company in your market would be interested in. From email database growth to survey question data, a sweepstakes provides a valuable opportunity for any business – and that means lucrative sponsorship investments.

In a sponsored sweepstakes, you share the contest between your media company and one or multiple sponsors. Sponsorship packages will highlight a sponsor's branding throughout the contest and promotion and any contest-related emails.

## Kick Off Challenge

WHAM-TV | Rochester, NY | DMA: 79

Football is always a big hit for your community and advertisers alike. With their station airing a lot of the pro season football games, WHAM-TV pitched a season-long contest to their local Nissan dealerships. Users would register for a weekly chance to win a brand new Nissan truck. This valuable prize would attract a huge crowd, so the team at WHAM added on survey questions to identify participants as qualified leads for the Nissan dealers. 50+ people were interested in leasing or purchasing a Nissan, 680+ addresses were added to Nissan's database, and 1,100+ emails were added to WHAM's. To top it off, the station was able to bring in \$25,000 in sponsorship revenue.



[Read the Full Case Study](#) ✨

# List-Builder Sweepstakes

You already know a sweepstakes with a great prize is the perfect way to drive in hundreds (if not thousands!) of entrants. By simply adding on an email opt-in for your company, a sweepstakes can make a huge impact towards increasing your email database.

Remember, a healthy email database isn't just about the size, it's also about developing rich consumer profiles of your users. Running sweepstakes with a couple survey questions will help you target your campaigns better in the future.

## Garth Brooks Ticket Giveaway

KTVQ-TV | Billings, MT | DMA: 168

How much do you value a new person in your database? For television station, KTVQ, they understand that sometimes growing your database means investing in your own database. With music artist Garth Brooks heading to Billings, MT, the team at KTVQ knew this would be a popular show. They invested in a pair of tickets to the show and offered them up to one lucky winner. On the entry form, KTVQ included four opt-ins to four different database lists they were wanting to grow. The popular prize brought in over 11,000 entries. They amassed a total of 26,000+ opt-ins – on its own, their contesting newsletter added 7,687 addresses.



**ENTER FOR A CHANCE TO WIN TICKETS**  
**GARTH BROOKS**  
IN  
**BILLINGS**  
GET READY FOR THE GARTH EXPERIENCE  
JUNE 10TH, RIMROCK AUTO ARENA AT METRAPARK  
ENTER TODAY AT  
**K2 KTVQ.com**  
**3 CHANCES TO WIN**  
WINNERS ANNOUNCED ON MONTANA THIS MORNING  
May 2nd, 3rd & 4th

Enter to win a pair of tickets to see Garth Brooks in concert June 10th at MetraPark!

Email Required

Postal Code Required

Birthdate Required

- Sign me up to receive Daily News e-mails from KTVQ!
- Alert me with Breaking News e-mails from KTVQ.
- I LOVE a good deal! Send me Coupon & Special Offer e-mails from KTVQ.
- Winner, Winner, Chicken Dinner! Send me Contest e-mails from KTVQ.

**SUBMIT**

**CONTINUE >**

[Terms of Service](#) [Privacy Policy](#) [Rules](#)

Powered by secondstreet

# Advertiser Sweepstakes

A sweepstakes is the perfect promotion to pitch to every advertiser in your market. Whether they're looking to grow their database, learn more about their consumers, or drive new revenue for their business, a sweeps can achieve just about every goal they want to achieve.

When you go to create an advertiser sweepstakes, the key lies in the prize. Working with your advertiser to offer a prize based on their products or services is the way to turn your sweepstakes results from good to great.

## Hear Clearly

WPSD-TV | Paducah, KY | DMA: 81

For five years, WPSD has worked with local business, the Audiology & Hearing Center on the Hear Clearly Giveaway! Every year, the advertiser has had the goal of gathering a list of qualified leads for their sales team to reach out to as well as developing a list of people interested in attending an in-person seminar at the advertiser's location. Offering the valuable prize of speciality hearing aids (valued at over \$5,000), WPSD insured that all entrants could be a potential lead. Each year, the results have been better and better. More than 700 people entered the contest, 562 wanted to attend the seminar, 422 opted-in to their database, and the advertiser learned tons of information about these new prospects.



Enter to Win!

AGXR is the breakthrough hearing aid that connects seamlessly with your iOS devices to give you greater clarity and control over your hearing experience. Fingertip access to a personalized hearing control app, allows you to easily and inconspicuously adjust your hearing aid volume or select the personalized setting that best suits your surroundings. This app can even match your settings with GPS locations, so that your "coffee shop" setting is automatically activated in your hearing aids the moment you walk in the door.

Live Microphone lets you record, play back, and even email audio as it happens. You can listen to it later or simply save it to enjoy a special moment over and over again. This feature also allows you to use your iPhone as a microphone to enjoy group conversations. Simply set your phone nearby, turn on the feature, and conversations are streamed directly to your hearing aid.

You can even use the GPS feature to find your hearing aids, should you ever misplace them. It's all a part of integrating better hearing into your life — and the technology you carry with you every day.

With the AGXR, the pathways to better hearing are not only programmed into your state-of-the-art hearing aids — they are also right in the palm of your hand

AGXR and it's apps, are compatible with iPhone, iPad, iPod Touch, and Apple Watch. "Made for iPod," "Made for iPhone," and "Made for iPad" mean that an electronic accessory has been designed to connect specifically to iPod, iPhone, or iPad, respectively, and has been certified by the developer to meet Apple performance standards. Apple is not responsible for the

Email

By clicking the button I agree to the [Service, Privacy Policy](#)

CONTINUE >

blackmediainc.secondstreetapp.com

4:01 PM 75%

Do you or someone you love currently wear hearing aids? Required  
-- Select One --

Do you plan on purchasing hearing aids in the next year? Required  
-- Select One --

Do you plan on financing your hearing aid purchase? Required  
-- Select One --

Would you be interested in attending a seminar discussing hearing loss and the new technology available? Required  
-- Select One --

Would you like someone from our office to contact you? Required  
-- Select One --

Audiology and H...  
Like Page



# How to Plan Sweepstakes

# Tips for Running Sweepstakes

## How Long to Run Your Sweepstakes?

As a rule of thumb, we generally recommend running a sweepstakes for about 1-2 weeks. This is just enough time to get people engaged while still peaking your audience's interest.

## What Should be on Your Entry Form?

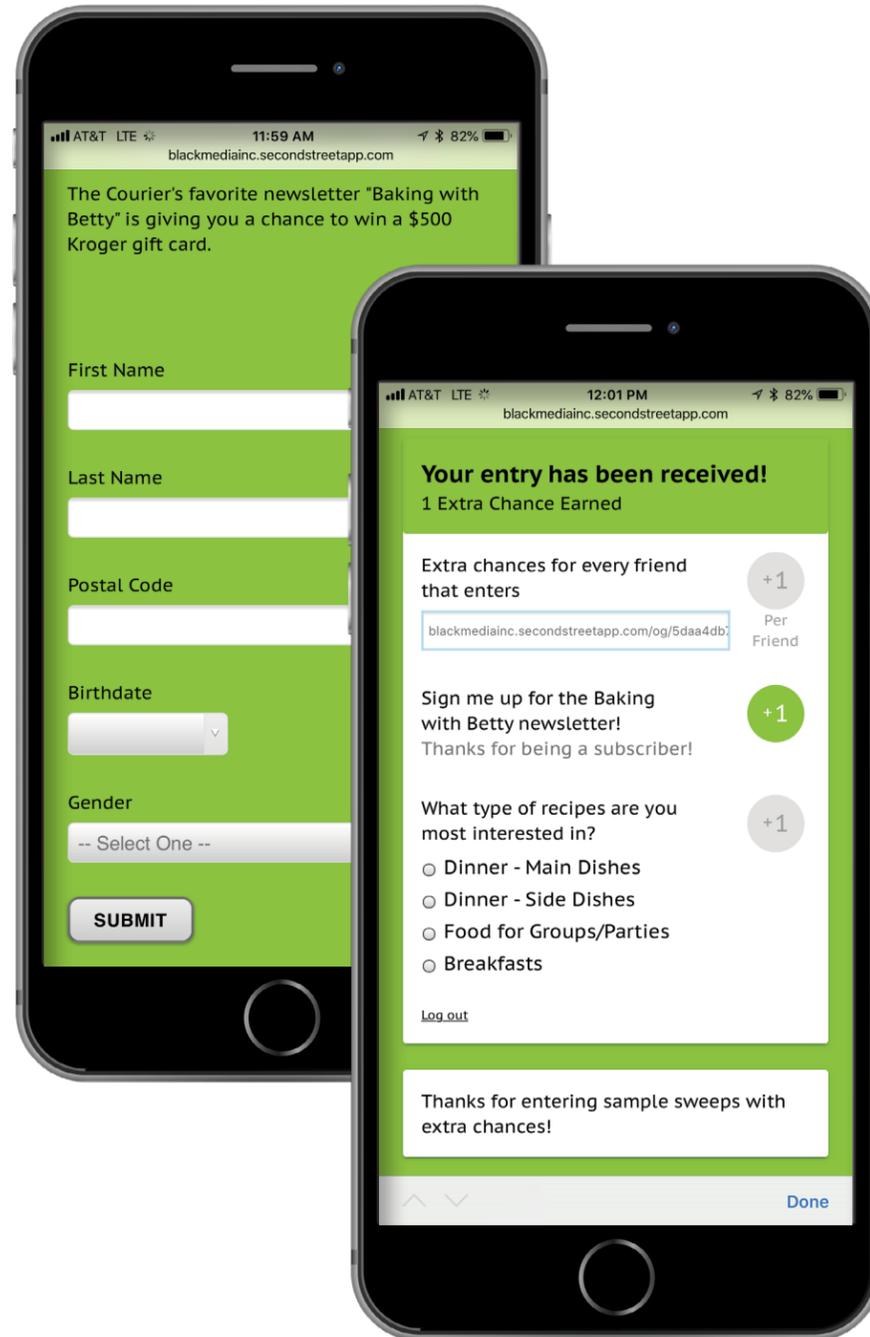
When you run a sweepstakes you need to be thinking – data. Your entry form should include the necessary components to help grow your engaged database (name, zip code, age, and gender). In addition, don't forget to include an opt-in on every contest you run!

## Enable Extra Chances

When you have a great prize, people will go the extra mile to win. Leverage extra chances to get your user's to encourage their friends to enter, answer [survey questions](#), or opt-in to your audience.

## Keep It Simple

Sweepstakes work great because of their simplicity. Keep this in mind as you create yours. Adding too many steps or a dauntingly long registration form will impact participation levels.



## Choose the Right Prize

The goal of your sweepstakes should directly impact the prize. If your local HVAC company is partnering with you to identify a list of prospects, it's important to give them a list of **qualified leads**.

While you could give out a large cash prize, everyone in your community would enter. But if the HVAC company offered a free HVAC system, this would ensure all entrants were potential new clients for the company. In this case, a large list is good, but providing a **qualified lead** list is better.

Save those more generic prizes for when your goal is to grow your overall database or learn more about your current list.



# A Year of Sweepstakes

Because sweepstakes are so simple to run and achieve so many goals, you should always have one running. If you're looking for ideas, here's inspiration that will last you all year long – plus, many are turnkeys!

## January

- Fitness Giveaway 🗝️
- Catered Football Party Giveaway
- New Year, New You Sweepstakes

## February

- Valentine's Day Giveaway 🗝️
- Dream Wedding Giveaway 🗝️
- Auto Racing Ticket Giveaway 🗝️

## March

- Basketball Mancave Giveaway 🗝️
- Mortgage for a Year Giveaway 🗝️
- Basketball Ticket Sweepstakes

## April

- Baseball Ticket Sweepstakes 🗝️
- Lawn Care Giveaway 🗝️
- Pool Makeover Giveaway 🗝️

## May

- Mother's Day Sweepstakes 🗝️
- Golf Giveaway 🗝️
- Spa Package Giveaway 🗝️

## June

- Father's Day Sweepstakes 🗝️
- Home Improvement Giveaway 🗝️
- Car Wash Giveaway 🗝️

## July

- Vacation Package Giveaway 🗝️
- Summer Staycation Sweeps
- Gas Card Giveaway 🗝️

## August

- Back-to-School Shopping Spree 🗝️
- Local Attraction Ticket Sweeps 🗝️

## September

- Football Ticket Sweepstakes 🗝️
- Ultimate Tailgate Giveaway

## October

- Fall Family Fun Giveaway
- Haunted House Ticket Giveaway

## November

- Grocery Giveaway 🗝️
- Guess the First Snowfall 🗝️
- Thanksgiving Turkey Giveaway 🗝️

## December

- 12 Days of Giving Showcase 🗝️
- Shopping Spree Giveaway 🗝️
- Christmas Sweepstakes 🗝️

## Advertiser Sweepstakes

Here's a list of advertisers to target each month of the year.

**January** Gyms & Fitness

**February** Salons & Spas

**March** Automotive

**April** Real Estate

**May** Home Improvement

**June** Travel

**July** Local Attractions

**August** Health Care

**September** Restaurants

**October** HVAC

**November** Grocery

**December** Retail

Enter to win a fully installed electric cooling and heating unit!  
— VALUED AT OVER \$4,000 —

Enter the Coolest Sweepstakes Ever!

Stay cool all Summer and cozy all Winter with a Mitsubishi Electric Cooling and Heating unit, installed by Mitsubishi Diamond Preferred Contractor WK Mechanical!

Email  Required

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

CONTINUE >

Download the Seller's Guide for more specific ideas!

# How to Sell Sweepstakes



# 4 Steps to Selling Sweepstakes

## 1 Download the Seller's Guide

This is the ultimate resource for your sales team. With chapters dedicated to **40+ advertising categories**, each chapter provides creative **campaign ideas**, custom **survey questions**, tailored **prize ideas**, and much more.

[Download the Seller's Guide](#) ✨



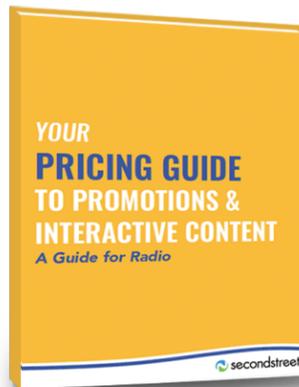
## 2 Conduct a CNA Meeting

Before you begin pitching engagement campaign ideas, have a **Consumer Needs Analysis meeting** to determine what's most important to your advertiser and how you can best achieve them.

## 3 Create Your Package

Now you've designed your killer campaign, it's time to assign a price to all of it. Remember – everything you provide an advertiser is worth something – **don't undervalue your product!** In our Pricing Guides, you'll find suggestions to help price out your quizzes including advertiser branding, emails, and social media posts.

[Download the Pricing Guides](#) ✨



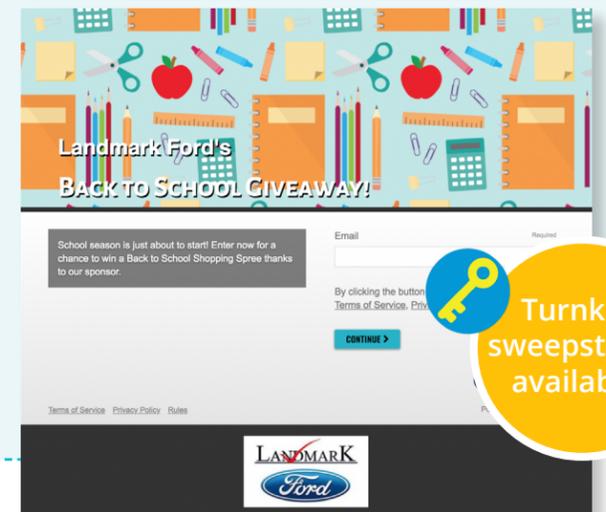
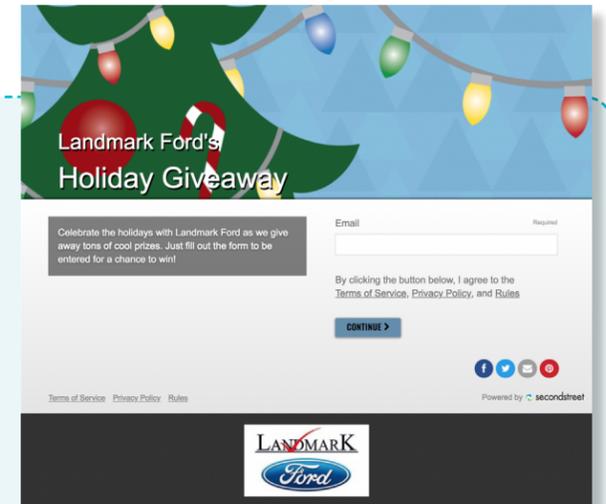
## 4 Make the Pitch + Sell the Benefits

Now's the time for you to go back to your advertiser and make your winning pitch. By taking your time and preparing a thoughtfully developed campaign designed to achieve their goals, **you're fully equipped to make that sale.**

## Create a Sweepstakes Campaign

Streamline your entire sales process by bundling multiple sweepstakes together. You can turn a single sale into a year-round, recurring revenue opportunity.

- Saves time for your sales team instead of searching for multiple advertisers
- Increases length of the campaign leading to extended brand awareness for your advertiser
- Targets a wider audience by leveraging a variety of sweepstakes
- Collects additional data when you ask different survey questions on each contest
- Secures a bigger investment with a more valuable campaign



Turnkey sweepstakes available!

# How to Incorporate Advertisers into Sweepstakes

Sweepstakes present many unique ways to incorporate your advertiser and their products. Below are nine different ways you can include your advertiser's branding throughout a quiz and increase value for a potential sponsor.

- 1 Graphic Header Image** This is the most prominent image on page. It will resize for mobile, so don't use an image with embedded text.
- 2 Call to Action Text** Text to feature your business and prize.
- 3 Prize & Details Text** Here you can include mentions to your business as well as hyperlink the text to your website.
- 4 Sponsor Logo** Include a clickable logo with a link to your webpage (rec. transparent .png file type).
- 5 Survey Questions** Generate hot leads with 2-3 custom survey questions that get answers to directly achieve the advertiser's goals. [Find out more here.](#)
- 6 Facebook Like Box** An optional Facebook Like Box can help grow your social following.
- 7 Email Opt-In** An email opt-in will help grow your email database. (Plus, it's required if you plan on emailing those leads in the future.)
- 8 Thank-You Coupon** Include a coupon for your business on the thank-you page. Also send out a thank-you email with the coupon after users enter the sweepstakes.
- 9 Social Sharing Buttons** Customize the social share icons and text to incorporate the advertiser's branding.

## Entry Page



Need a little help to cover your Thanksgiving meal? Grove Grocery is here to help you cover everything from the turkey to the apple pie.

Enter now for your chance to win our grand prize of a \$500 gift card to Grove Grocery in Maplewood. Plus, five lucky runners-up will win \$100 gift cards to the store.

Ready to start your holiday meal planning?

Check out Grove Grocery's "Recipe Grove" complete with all the recipes you need to make your Thanksgiving dinner a delicious success!

Terms of Service Privacy Policy Rules

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

58

59

60

61

62

63

64

65

66

67

68

69

70

71

72

73

74

75

76

77

78

79

80

81

82

83

84

85

86

87

88

89

90

91

92

93

94

95

96

97

98

99

100

101

102

103

104

105

106

107

108

109

110

111

112

113

114

115

116

117

118

119

120

121

122

123

124

125

126

127

128

129

130

131

132

133

134

135

136

137

138

139

140

141

142

143

144

145

146

147

148

149

150

151

152

153

154

155

156

157

158

159

160

161

162

163

164

165

166

167

168

169

170

171

172

173

174

175

176

177

178

179

180

181

182

183

184

185

186

187

188

189

190

191

192

193

194

195

196

197

198

199

200

201

202

203

204

205

206

207

208

209

210

211

212

213

214

215

216

217

218

219

220

221

222

223

224

225

226

227

228

229

230

231

232

233

234

235

236

237

238

239

240

241

242

243

244

245

246

247

248

249

250

251

252

253

254

255

256

257

258

259

260

261

262

263

264

265

266

267

268

269

270

271

272

273

274

275

276

277

278

279

280

281

282

283

284

285

286

287

288

289

290

291

292

293

294

295

296

297

298

299

300

301

302

303

304

305

306

307

308

309

310

311

312

313

314

315

316

317

318

319

320

321

322

323

324

325

326

327

328

329

330

331

332

333

334

335

336

337

338

339

340

341

342

343

344

345

346

347

348

349

350

351

352

353

354

355

356

357

358

359

360

361

362

363

364

365

366

367

368

369

370

371

372

373

374

375

376

377

378

379

380

381

382

383

384

385

386

387

388

389

390

391

392

393

394

395

396

397

398

399

400

401

402

403

404

405

406

407

408

409

410

411

412

413

414

415

416

417

418

419

420

421

422

423

424

425

426

427

428

429

430

431

432

433

434

435

436

437

438

439

440

441

442

443

444

445

446

447

448

449

450

451

452

453

454

455

456

457

458

459

460

461

462

463

464

465

466

467

468

469

470

471

472

473

474

475

476

477

478

479

480

481

482

483

484

485

486

487

488

489

490

491

492

493

494

495

496

497

498

499

500

501

502

503

504

505

506

507

508

509

510

511

512

513

514

515

516

517

518

519

520

521

522

523

524

525

526

527

528

529

530

531

532

533

534

535

536

537

538

539

540

541

542

543

544

545

546

547

548

549

550

551

552

553

554

555

556

557

558

559

560

561

562

563

564

565

566

567

568

569

570

571

572

573

574

575

576

577

578

579

580

581

582

583

584

585

586

587

588

589

590

591

592

593

594

595

596

597

598

599

600

601

602

603

604

605

606

607

608

609

610

611

612

613

614

615

616

617

618

619

620

621

622

623

624

625

626

627

628

629

630

631

632

633

634

635

636

637

638

639

640

641

642

643

644

645

646

647

648

649

650

651

652

653

654

655

656

657

658

659

660

661

662

663

664

665

666

667

668

669

670

671

672

673

674

675

676

677

678

679

680

681

682

683

684

685

686

687

688

689

690

691

692

693

694

695

696

697

698

699

700

701

702

703

704

705

706

707

708

709

710

711

712

713

714

715

716

717

718

719

720

721

722

723

724

725

726

727

728

729

730

731

732

733

734

735

736

737

738

739

740

741

742

743

744

745

746

747

748

749

750

751

752

753

754

755

756

757

758

759

760

761

762

763

764

765

766

767

768

769

770

771

772

773

774

775

776

777

778

779

780

781

782

783

784

785

786

787

788

789

790

791

792

793

794

795

796

797

798

799

800

801

802

803

804

805

806

807

808

809

810

811

812

813

814

815

816

817

818

819

820

821

822

823

824

825

826

827

828

829

830

831

832

833

834

835

836

837

838

839

840

841

842

843

844

845

846

847

848

849

850

851

852

853

854

855

856

857

858

859

860

861

862

863

864

865

866

867

868

869

870

871

872

873

874

875

876

877

878

879

880

881

882

883

884

885

886

887

888

889

890

891

892

893

894

895

896

897

898

899

900

901

902

903

904

905

906

907

908

909

910

911

912

913

914

915

916

917

918

919

920

921

922

923

924

925

926

927

928

929

930

931

932

933

934

935

936

937

938

939

940

941

942

943

944

945

946

947

948

949

950

951

952

953

954

955

956

957

958

959

960

961

962

963

964

965

966

967

968

969

970

971

972

973

974

975

976

977

978

979

980

981

982

983

984

985

986

987

988

989

990

991

992

993

994

995

996

997

998

999

1000

1001

1002

1003

1004

1005

1006

1007

1008

1009

1010

1011

1012

1013

1014

1015

1016

1017

1018

1019

1020

1021

1022

1023

1024

1025

1026

1027

1028

1029

1030

1031

1032

1033

1034

1035

1036

1037

1038

1039

1040

1041

1042

1043

1044

1045

1046

1047

1048

1049

1050

1051

1052

1053

1054

1055

1056

1057

1058

1059

1060

1061

1062

1063

1064

1065

1066

1067

1068

1069

1070

1071

1072

1073

1074

1075

1076

1077

1078

1079

1080

1081

1082

1083

1084

1085

1086

1087

1088

1089

1090

1091

1092

1093

1094

1095

1096

1097

1098

1099

1100

1101

1102

1103

1104

1105

1106

1107

1108

1109

1110

1111

1112

1113

1114

1115

1116

1117

1118

1119

1120

1121

1122

1123

1124

1125

1126

1127

1128

1129

1130

1131

1132

1133

1134

1135

1136

1137

1138

1139

1140

1141

1142

1143

1144

1145

1146

1147

1148

1149

1150

1151

1152

1153

1154

1155

1156

1157

1158

1159

1160

1161

1162

1163

1164

1165

1166

1167

1168

1169

1170

1171

1172

1173

1174

1175

1176

1177

1178

1179

1180

1181

1182

1183

1184

1185

1186

1187

1188

1189

1190

1191

1192

1193

1194

1195

1196

1197

1198

1199

1200

1201

1202

1203

1204

1205

1206

1207

1208

1209

1210

1211

1212

1213

1214

1215

1216

1217

1218

1219

1220

1221

1222

1223

1224

1225

1226

1227

1228

1229

1230

1231

1232

1233

1234

1235

1236

1237

1238

1239

1240

1241

1242

1243

1244

1245

1246

1247

1248

1249

1250

1251

1252

1253

1254

1255

1256

1257

1258

1259

1260

1261

1262

1263

1264

1265

1266

1267

1268

1269

1270

1271

1272

1273

1274

1275

1276

1277

1278

1279

1280

1281

1282

1283

1284

1285

1286

1287

1288

1289

1290

1291

1292

1293

1294

1295

1296

1297

1298

1299

1300

1301

1302

1303

1304

1305

1306

1307

1308

1309

1310

1311

1312

1313

1314

1315

1316

1317

1318

1319

1320

1321

1322

1323

1324

1325

1326

1327

1328

1329

1330

1331

1332

1333

1334

1335

1336

1337

1338

1339

1340

1341

1342

1343

1344

1345

1346

1347

1348

1349

1350

1351

1352

1353

1354

1355

1356

1357

1358

1359

1360

1361

1362

1363

1364

1365

1366

1367

1368

1369

1370

1371

1372

1373

1374

1375

1376

1377

1378

1379

1380

1381

1382

1383

1384

1385

1386

1387

1388

1389

1390

1391

1392

1393

1394

1395

1396

1397

1398

1399

1400

1401

1402

1403

1404

1405

1406

1407

1408

1409

1410

1411

1412

1413

141



# How to Promote Sweepstakes

# How to Promote Sweepstakes

The old saying, "If you build it, they will come," isn't necessarily true with sweepstakes. A great contest needs an even stronger marketing campaign to make it successful and drive in participation. Make sure you're setting yourself and your advertisers up for success.

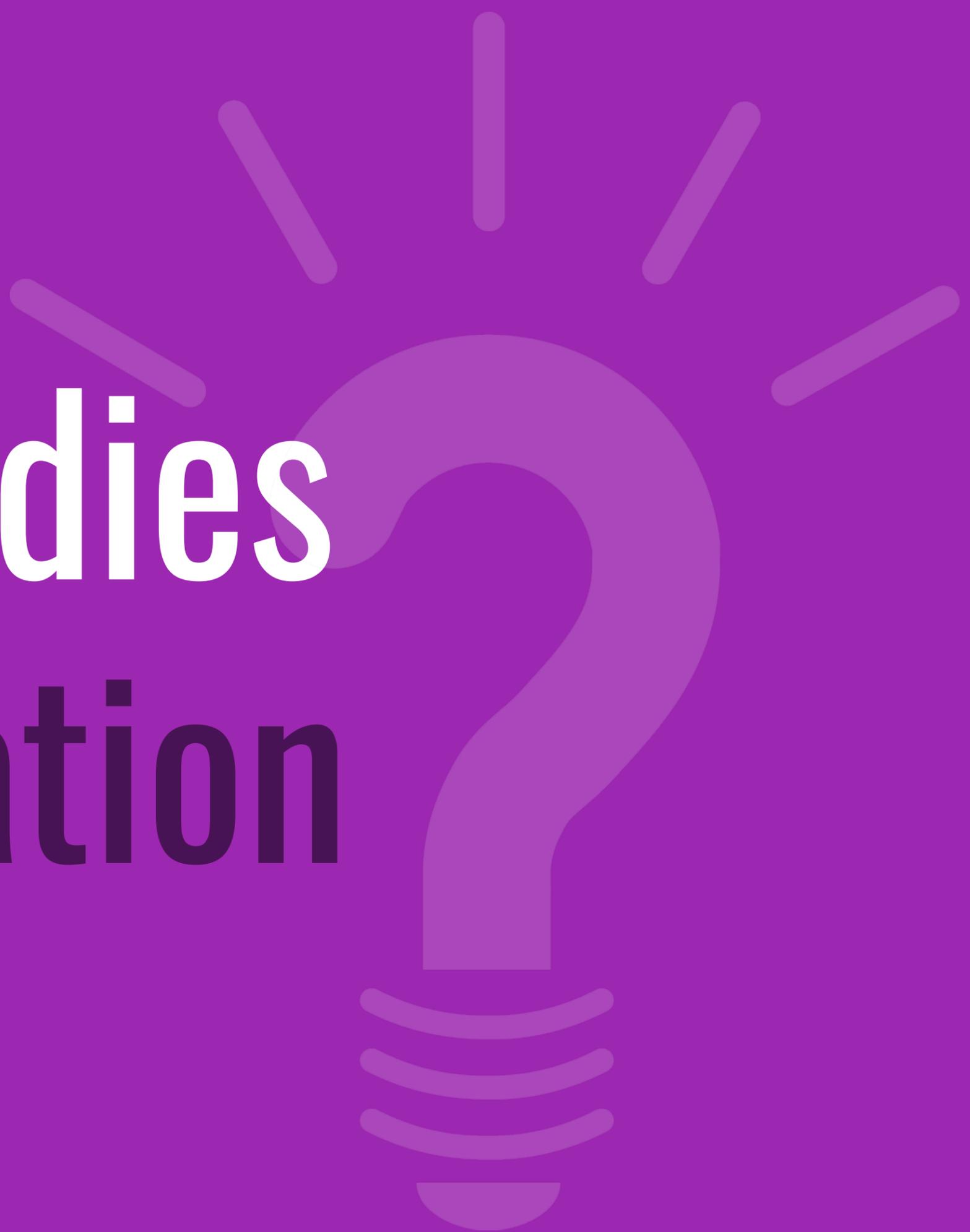
## Ideas to Promote Your Sweepstakes

- Add the sweepstakes to the homepage of your website
- Post to your Facebook Page, Twitter, and other social media accounts
- Have your talent share the sweepstakes to their own social media accounts
- Encourage your advertisers and sponsors to post the contest to their own social media accounts
- Send out a dedicated email announcing the start of the sweepstakes and a reminder email before it ends
- Include the contest in your email newsletters
- Use unsold inventory to promote the contest

The collage features several promotional elements:

- Desktop Website:** A screenshot of the 'holland sentinel.com' website with a 'Contests and Promotions' section. The page lists various contests such as 'Enter to Win!', 'Winners Announced!', 'Vote for a Favorite Teacher', and 'GO! MAGAZINE EXCLUSIVE LOUFEST 2018 VIP H...'. A 'Subscribe Now' button is visible in the top right.
- Smartphone (Left):** A smartphone displaying the 'FOX 8 CLEVELAND' website. The main content is for the 'the Y OLD COLONY YMCA GIVEAWAY', which offers a 'FREE one week guest pass' and a 'FREE 1 YEAR FAMILY MEMBERSHIP'. A 'CLICK HERE TO ENTER' button is prominent.
- Smartphone (Right):** A smartphone showing a Facebook post from '13 WHAM ABC with Bob Johnson Chevrolet'. The post asks, 'What is your favorite John Cusack movie?' and offers a 'Say Anything Ticket Giveaway' (VIP tickets to see John Cusack). The post has 304 reactions and 55 shares.
- Other Graphics:** Several promotional banners are overlaid, including 'BIG BUCK CONTEST 2018', 'Amazing TEACHER AWARDS', and 'GO! MAGAZINE EXCLUSIVE LOUFEST 2018 VIP H...'.

# Case Studies & Inspiration



# Case Study: Sun Solar Sweepstakes

KYTV-TV | Springfield, MO | DMA: 75



## THE GOAL

KYTV reached out to Sun Solar, a local solar panel supplier about running a contest. The sponsor was most interested in identifying potential new clients. Their average sale is valued between \$20,000 and \$30,000, so just a couple sales would result in a big ROI.

## THE SOLUTION

Together they decided on a sweepstakes offering a complete solar panel system (a \$20,000 value). Not only would this attract a lot of entrants, but it would clearly attract qualified entrants – people who owned a house and were interested in solar panels. To identify hot leads, KYTV included survey questions and an opt-in so that the Sun Solar sales team would have a big list to reach out to after the contest ended. The station leveraged email, on-air, and social media to promote the contest.

## THE RESULTS

-  **\$1.25MM** revenue for sponsor
-  **22,000+** entries
-  **3,800+** hot leads for sponsor
-  **\$5,000** revenue for station

[Read the Full Case Study](#) 

# Case Study: 12 Days of Giveaways

KRTV-TV & KXLH-TV | Helena, MT | DMA: 190

**12 Days of Giveaways!**

**DECEMBER**

12 Local Businesses Are Giving Away Over \$3000 in Prizes!

Enter now for your chance to win a custom designed Yogo and Diamond Ring in Sterling Silver (\$975 value)! Make sure to 'like' us on Facebook for updates and special offers!

Yes, I would like to receive VIP e-mails from Eaton Turner Jewelry

Do you have jewelry you either inherited or purchased just lying around and wonder what to do with it?

How often should you get your rings checked and cleaned?

What occasions do you shop for jewelry?

Try out the 12 Days of Giveaways turnkey!

## THE GOAL

Sister television stations KRTV & KXLH-TV wanted to drive new and incremental business in the upcoming holiday season. They were looking for non-traditional advertisers and wanted to do a shared promotion while still providing quality leads for the individual sponsors.

## THE SOLUTION

A 12 Days of Giveaways was the perfect fit. To maximize revenue and sponsorship opportunities, both stations created their own contest resulting in a total of 24 sponsors. While the branding and promotion was shared, each advertiser received their own custom survey questions, email opt-in, and thank-you coupon. To promote the contest, the station used a lot of on-air spots and social media. But their strongest promotional tactic was email. Emails were sent announcing the contest as a whole and also sent announcing each daily prize from the individual advertisers.

## THE RESULTS

**\$24,000**  
revenue

**24,000+**  
entries

**100+**  
opt-ins for each sponsor

**100+**  
hot leads for each sponsor

[Read the Full Case Study](#)

# Case Study: Blockbuster Bucket List Sweepstakes

## GateHouse Media (Groupwide Contest)

**R+S** Ross+Simons  
**Miracle-Ear**  
Presents...

**WIN**  
In Our  
Biggest  
Contest  
Ever!

**BLOCKBUSTER**  
**BUCKET**  
LIST  
Sweepstakes

Enter to win your favorite of these 10 incredible prizes including trips to some of the most prestigious events in our nation!

Super Bowl LIII • NCAA Football • Daytona 500 • Red Sox Baseball  
New Year's Eve in Las Vegas • 2019 Masters Tournament • Hawaii Vacation  
Macy's Thanksgiving Day Parade • SXSW Music Festival • \$10,000 Cash

What's on your bucket list?

Enter to win our Blockbuster Bucket List Sweepstakes and check it off your list!

Yes! Send me offers from Ross-Simons Jewelry

Yes! Send me offers from Miracle Ear

Yes! Sign me up to receive special offers and promotions from The Providence Journal.

Yes! I would like great promotions and offers from GateHouse Media Publications and their sponsors sent to my email.

**R+S** Ross-Simons Jewelry  
Like Page 203K likes

**The Providence Journal**  
Like Page 82K likes

### THE GOAL

GateHouse Media is no rookie when it comes to promotions. Their papers are continually driving BIG results, but the media giant wanted to do even more. They wanted a campaign to drive big revenue and even bigger community engagement – and the Blockbuster Bucket List Sweepstake was born.

### THE SOLUTION

This groupwide sweepstakes awarded 10 readers their choice of a many popular prizes including a trip to Hawaii, Super Bowl tickets, or a check for \$10,000. While the contest was created and organized at the corporate level, each individual market was responsible for locking in their own sponsors. To incentivize sales, GateHouse offered a bucket list prize to one lucky participating sponsor and also awarded a bucket list prize to the top groupwide sales person. Each market-level sweepstakes included an opt-in for the paper as well as opt-ins for their sponsors.

### THE RESULTS

**\$1MM**  
groupwide revenue

**200k+**  
entries

**80k+**  
opt-ins for papers

**70k+**  
opt-ins for sponsors

# Case Study: Father's Day Giveaway

WXFL-FM | Florence, AL | DMA: 82

**WIN THE ULTIMATE PRIZE PACK FOR DAD**

Win The Ultimate Father's Day gift for your dad courtesy of Napa Lawn & Garden!

Winner will receive a Napa Pressure Washer, Stihl battery powered trimmer, 128 piece tool set, Napa Fire-pit, Remote control blower, and more. Gift bag that includes a Napa umbrella, t-shirts and caps.

Retail value of over \$1000!!!!

How would you describe your lawn? Required

- Less Than 1/2 Acre
- 1 acre
- More than 1 acre

What kind of lawnmower do you currently own? Required

- Push Mower
- Riding Lawn Mower
- I don't own a lawn mower

Yes I would like to receive special deals from Oakley Napa Lawn & Garden

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

**CONTINUE >**

Powered by [secondstreet](#)

Terms of Service Privacy Policy Rules

Father's Day Giveaway available!

## THE GOAL

WXFL-FM reached out Oakley Napa Lawn & Garden about sponsoring a Father's Day sweepstakes. The store's top priority was increasing monthly sales. Additionally, they hoped to grow their database and learn about their consumers.

## THE SOLUTION

Since the store wanted to advertise their various products, a Father's Day prize pack gave them a chance to show off the variety of items they offer. Valued at over \$1,000, this would surely bring in entrants. To learn about their consumers, WXFL included specific survey questions that Oakley Napa could use to target prospective customers. To drive sales, every entrant received a thank-you email with a coupon or \$10 off. Based on the results of the survey questions and email opt-in, Oakley Napa was able to send out targeted sales emails with a \$100 coupon for any \$2,000 lawn mower.

## THE RESULTS

**\$4,000**  
revenue for station

**840+**  
opt-ins for sponsor

**\$30,000**  
revenue for advertiser

**20%**  
increase in sales

[Read the Full Case Study](#)

# Case Study: YMCA Membership Sweepstakes

Southcoast Today | New Bedford, PA | Circ: 26,000

the **Y** YMCA  
FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

**Win a 3 Month Family Y Membership and a \$150 Visa Gift Card!**

All Entries will receive a FREE Guest Pass good for one complimentary visit.

Enter daily for your chance to **win a 3 month family YMCA membership and a \$150 Visa gift card!**

Email Required

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

**CONTINUE >**

Yes! Send me offers and promotions from YMCA Southcoast.

Yes! Send me offers and promotions from SouthCoastToday.com.

**Ymca Southcoast**  
Like Page 254 likes

Turnkey Fitness Giveaway available!

[f](#) [t](#) [e](#)

[Terms of Service](#) [Privacy Policy](#) [Rules](#) Powered by secondstreet

## THE GOAL

The local YMCA had been a longtime sponsor with *Southcoast Today*, but had always done a traditional print buy. With the renovation of one of the YMCA's facilities, they wanted a different way to rebrand and show off the changes to the building to their community.

## THE SOLUTION

Since the YMCA was interested in finding new members, a sweepstakes offering the prize of free membership to one random entrant would drive in the right participants. To drive even more people into the YMCA, every participant received a thank-you email including a free two-week membership just for entering the sweepstakes. In addition, the sweepstakes included an email opt-in so the YMCA could reach out to interested readers about new offers and updates.

## THE RESULTS

**\$13,000**  
revenue

**300+**  
opt-ins for sponsor

**300+**  
opt-ins for paper

[Read the Full Case Study](#)

# Case Study: Free Rent for a Year!

KNDE-FM | College Station, TX | DMA: 94

the | VINTAGE Wants You to Win  
**Free Rent For A YEAR!**

Enter to win NOW!

Start Form Over

Grand Prize: You win FREE RENT for 1 year starting in Fall of 2017 (August 1).  
Additional Prizes: We'll also award 1 MONTHS FREE RENT to people that enter throughout the contest.  
Finalists will be chosen May 1st and our FREE RENT WINNER will be announced live at the | VINTAGE on May 5th.

First Name Required

Last Name Required

Phone

Postal Code Required

Birthdate Required  
mm / dd / yyyy

Gender Required  
-- Select One --

The most important thing to me when choosing where to live is: Required  
-- Select One --

Which one of these incentives would be most likely to make you sign a lease on an apartment: Required  
-- Select One --

I'm looking for an apartment right now and would like to talk to someone at the | VINTAGE

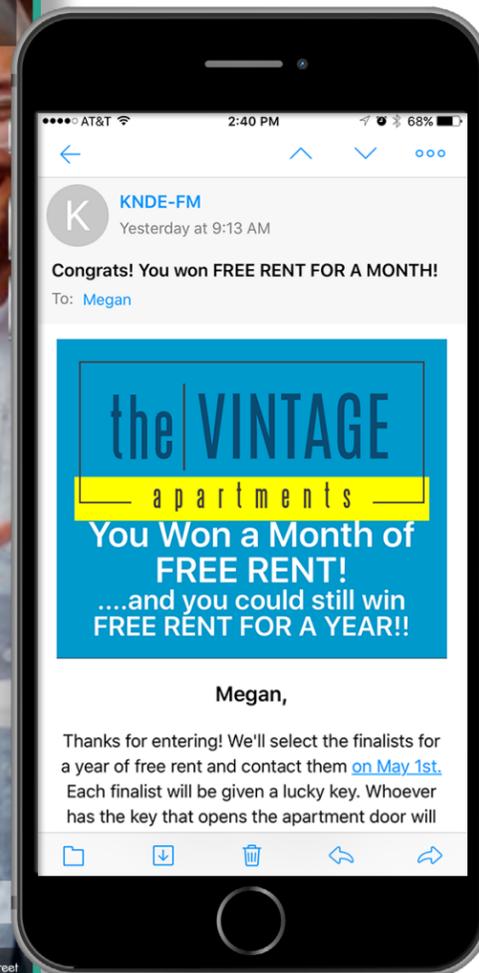
I am a student of either A&M/Blinn/Sam Houston State or will be in Fall 2017 Required

SUBMIT

the | VINTAGE apartments

Terms of Service Privacy Policy Rules

Powered by secondstreet



## THE GOAL

KNDE was looking for an opportunity to work with new advertisers. They approached the | VINTAGE Apartments and discovered the complex would be interested in a promotion that could identify potential college students in market for new housing options.

## THE SOLUTION

Wanting the sweepstakes to succeed, KNDE encouraged the apartment to put up an entire year of free rent – a huge value. To help drive even more leases, the sweepstakes rewarded every single entrant with a thank-you email including an offer for a month of free rent with a new lease. Through survey questions, KNDE was able to identify people looking for new housing as well as identify what's most important to their prospective customers. To help get people into the apartment complex, the station tied the sweepstakes to a live on-location event revealing the winner on-site.

## THE RESULTS

\$ **\$13,000**  
revenue

✉ **300+**  
opt-ins for sponsor

✉ **300+**  
opt-ins for paper

[Read the Full Case Study](#)

# Inspiration & Ideas

81% opt-in rate for more info about the fair

Check Out the Local Attraction Ticket Giveaway

**Christmas in Color Quiz**  
Mail Tribune  
Medford, OR | Circ: 20,000

Over 1,000 entries & \$2,000 Revenue

See our Lawn Care turnkey sweeps

**Fix My Yard**  
Opelika-Auburn News  
Opelika, AL | Circ: 14,000

\$3,500 revenue for station

**The Coeur d'Alene Food and Wine Festival**  
KXLY-TV  
Spokane, WA | DMA: 75

# Inspiration & Ideas



### Enter to win!

Bad Boy MZ Series 42" 540cc Kohler. The model# is BMZ4219

- Fully fabricated and welded, heavy duty 42 inch deck
- Easy access and rubber floor mat
- 540cc Kohler engine
- Curved front rail to provide an even stronger frame
- Deck dial adjustment system
- MSRP \$3899

Winner Announced 11:00 Am on June 16th at H

Email

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

ENTER >

Over 2,300+ Hot Leads for the Sponsor

Are you in the market for Lawn and Garden Equipment in 2018? Required

Yes

No

H and R Agri Power now carries a full line of Bad Boy Mowers. Would you be interested in learning more about this impressive line-up? Required

Yes

No

See our Lawn Care turnkey sweeps

**Mow Like a Pro**  
 WKDZ-FM  
 Cadiz, KY | DMA: 30

Email  Required

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

CONTINUE >

Win a Lifetime Hunting and Fishing License

Click here to sign-up for AGFC newsletters and enter to win.

Lifetime Hunting & Fishing License donated by:

THE Arkansas Game & Fish FOUNDATION

Terms of Service Privacy Policy Rules

Powered by secondstreet

2,000 Licenses sold - \$80,000 for sponsor

**Win a Lifetime Hunting & Fishing License**  
 Arkansas Online  
 Little Rock, AR | Circ: 204,000

SUMMER CAMP GIVEAWAY

ENTER EACH DAY FOR A CHANCE TO WIN A LOCAL SUMMER CAMP EXPERIENCE!

the Y is giving away a week of Summer Day Camp

Visit timesfreepress.com/summercampgetaway for a chance to win!

BOYD BUCHANAN SUMMER CAMPS  
 ALL-DAY FUN AT A RARE & SPECIAL PLACE

HIGH POINT CLIMBING AND FITNESS

the Y

St. NICHOLAS SCHOOL

TENNESSEE VALLEY RAIL RO

CHILDREN'S DENTISTRY

HICKORY VALLEY CHRISTIAN SCHOOL

Chattanooga Times Free Press  
 in print | online | in your community

How did you hear about Karen Horton School of Dance? Required

Internet Search

Newspaper Ad

Facebook Post

Friend/Relative

Other

How many children are living at home? Required

Are there any adults at home interested in exploring dance instruction for him or herself? Required

Yes

No

Would you enjoy taking fitness classes at our studio rather than at a traditional gym? Required

Yes

No

2-Week, Multi-Sponsor Sweeps Drives Leads & \$7,000 Revenue

**Summer Camp Giveaway**  
 Chattanooga Times Free Press  
 Chattanooga, TN | Circ: 80,000

# Inspiration & Ideas

**Love Your Skin!**

**Asarch Center**  
dermatology • laser & mohs surgery

Asarch Dermatology & Aesthetics invites you to fall in love with your skin again.

We love living in Colorado, but the extreme climate and high altitude affect our skin in a more intense way than in other regions. Dry skin is a common complaint, especially in the winter season, and many of my patients ask me how to treat this type of skin condition. If you have severe dry skin and associated problems, please schedule a dermatology appointment so that you receive a personalized skin treatment plan. It is always a good idea to schedule a yearly skin check which you can...

**PRIZES:**  
(Winner Chooses One)

- For Dry or Sensitive Skin: \$25 Gift Certificate, Dermaspa Rx Facial Enzyme Cleanser
- For Hydrating B Serum: Dermaspa Rx Hydrating B Serum, Dermaspa Rx DNA Repair Gel, Dermaspa Rx Moisture Repair Cream
- For Anti-Oxidant Repair: Dermaspa Rx Anti-Oxidant Repair Cream, Skin Medica Sunscreen
- For Free Moisture: Dermaspa Rx Ultra Free Moisture Mask, Dermaspa Rx Clear Away Clay Mask, Dermaspa Rx RetinAid
- For Sun Protection: Skin Medica Sunscreen, Skin Medica HAS Lip Plump
- For Botox: Skin Medica HAS Lip Plump, 10 Units of botox

Hot Leads for the Dermatology Center

Try our turnkey Spa Package giveaway

**Love Your Skin**  
Steamboat Pilot & Today  
Steamboat Springs, CO | DMA: 17

**ellen's 15 Days of Giveaways**

**WIN** tickets see Ellen LIVE!

**Enter to WIN 2 tickets to see a LIVE "15 Days of Giveaways" ELLEN taping on December 7th!**

This Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with Facebook. You are providing your information to Sponsor and not to Facebook. Winner will be responsible for transportation and overnight accommodations.

**Do you plan to see a dermatologist Steamboat Springs this year?** Required  
-- Select One --

**Are you concerned about your overall skin health?** Required  
-- Select One --

**Are you considering a skin cancer screen in the next 12 months?** Required  
-- Select One --

Email Required

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

**CONTINUE >**

Powered by secondstreet

Grew Contesting Database by 120,000!

**Ellen's 15 Days of Giveaways Sweeps**  
KXTV-TV  
Sacramento, CA | DMA: 20

**ROAD TO STAGECOACH**  
7 TIMES EVERY WEEKDAY

SAN DIEGO COUNTY TOYOTA DEALERS COX

**KSON PUTS YOU ON THE ROAD TO STAGECOACH**

Sign up here for seven chances each weekday to win a pair of 3-day GA tickets to the Stagecoach Music Festival!

Sign up here, and then listen for your name 7 times every weekday at 7:10am, 8:10am, 12:10pm, 2:10pm, 3:10pm, 5:10pm, and 7:10pm. If you hear your name, call us back at (619) 570-1973 within 10 minutes and win tickets to Stagecoach!

Email Required

I confirm I am over the age of 18 and am a legal resident of CA. Required

When should we call your name?

- 7:10am
- 8:10am
- 12:10pm
- 2:10pm
- 3:10pm
- 5:10pm
- 7:10pm

**CONTINUE >**

Collected 7,000+ Opt-Ins & Listener Data

Check out our turnkey Event Ticket Sweeps

**Road to Stagecoach**  
KSON-FM  
San Diego, CA | DMA: 28

# Inspiration & Ideas

ENTER NOW TO WIN!

**Hannaford**

*Holiday*

**GROCERY DASH CONTEST**

WIN 2 full minutes to grab all the FREE GROCERIES you can!

PLUS \$50 GIFT CARDS TO HANNAFORD WILL BE GIVEN AWAY WEEKLY

Enter to win a Shopping Spree where you will get two minutes to grab as many groceries as possible on December 13th at one of our ShopRite locations.

Plus, \$50 Gift Card given away each week!

Enter every day and for every friend that enters using your social share link, you earn an extra entry! Use our social share links after you share.

Email Required

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

**CONTINUE >**

Terms of Service Privacy Policy Rules Powered by secondstreet

## Holiday Grocery Dash

Times Herald Record

Middletown, NY | Circ: 80,000

**\$96,000**

**DASH FOR CASH**

Email Required

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

**CONTINUE >**

Terms of Service Privacy Policy Rules Powered by secondstreet

## Dash for Cash

WBQT-FM

Boston, MA | DMA: 7

PERFORMING SIXTY #1 HITS

**George Strait**

**STRAIT TO VEGAS**

**KSON-FM**

APR 7-8 / JULY 28-29

Win a trip to Las Vegas to see George Strait's "Strait To Vegas!"

Enter to below for a chance to win two tickets to George Strait's "Strait To Vegas!" Performing 60 #1 Hits across two nights - exclusively at the T-Mobile® Arena, plus a two-night stay in an MGM Las Vegas Property! Tickets: [StraitToVegas.com](#)

This is a secret contest only for users of our KSON mobile app. You must have installed the KSON app to be eligible to win.

Email Required

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

**CONTINUE >**

Terms of Service Privacy Policy Rules Powered by secondstreet

## George Strait Getaway Giveaway

KSON-FM

San Diego, CA | DMA: 28

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

**lab.secondstreet.com**

