

VISIONARY
MEGAVISION
EXPERIENCES

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.

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.

The background features a dark blue gradient. In the lower half, there is a faint bar chart with three vertical bars of increasing height from left to right. Overlaid on this is a large, light blue arrow pointing diagonally upwards and to the right, starting from the middle of the chart and extending towards the top right corner of the image.

Benefits of Sweepstakes

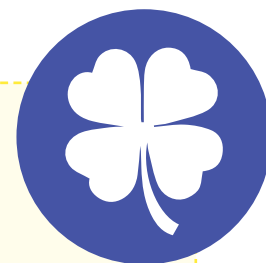
Drive Revenue

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

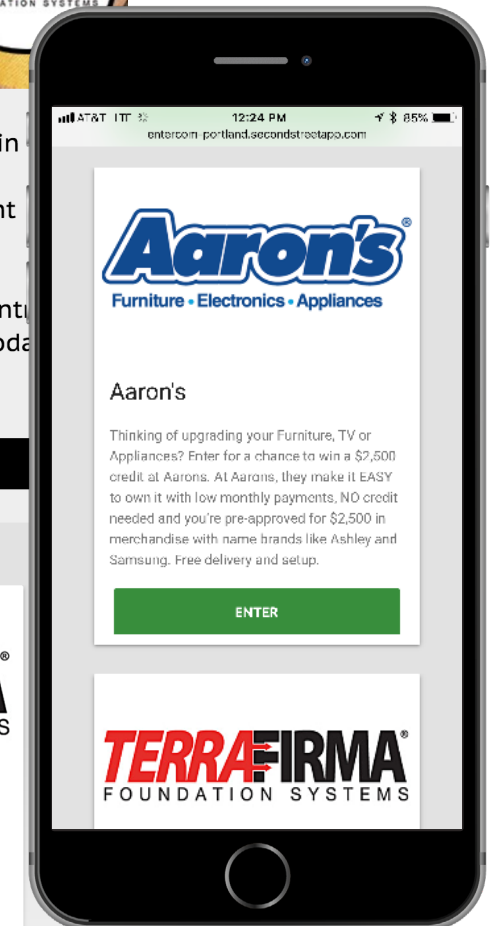
Entercom Portland | Portland, OR | DMA: 22

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.



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

How'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
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!

ENTER

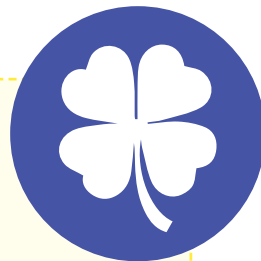
Grow an Engaged Database

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

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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!

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

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

Classic Travel

Required

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Required

What is your favorite time of year to travel?

Spring (March, April, May)

Summer (June, July, Aug)

Fall (Sept, Oct, Nov)

Winter (Dec, Jan, Feb)

Required

What kind of vacation would you like to take?

European

African Safari

River Cruise

Wisk me away to some place tropical!

Required

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

Relaxation

Adventure and Exploration

Cultural and/or Historical

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

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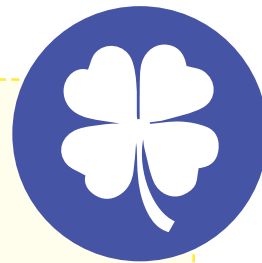
Classic Travel and Tours
Like Page 1K likes

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.*

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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

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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.



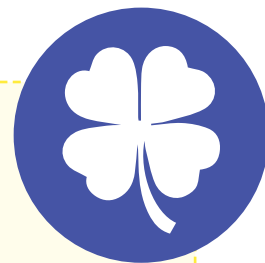
Expand Your Marketing Services

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!

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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!!

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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!!

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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

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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.



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

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Advertiser Sweepstakes

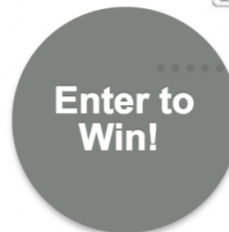
A sweepstakes is the perfect promotion to pitch to every advertiser in your market. Whether they're looking to grow their database, learn more about their consumers, or drive new revenue for their business, a sweeps can achieve just about every goal they want to achieve.

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.



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.

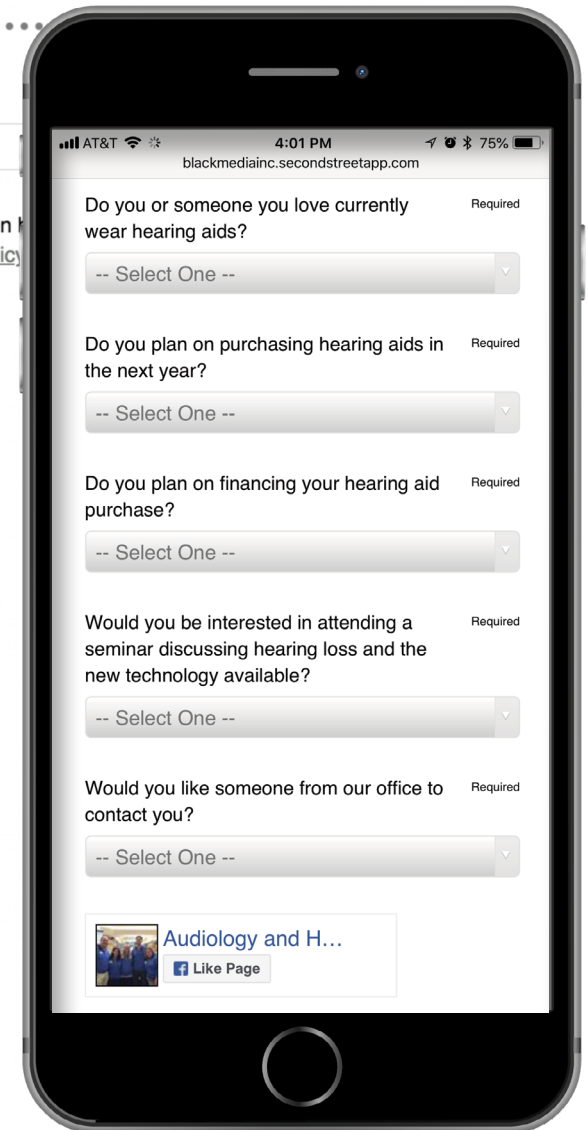
With the AGXR, the pathways to better hearing are not only programmed into your state-of-the-art hearing aids — they are also right in the palm of your hand

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

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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 peeking your audience's interest.

What Should be on Your Entry Form?

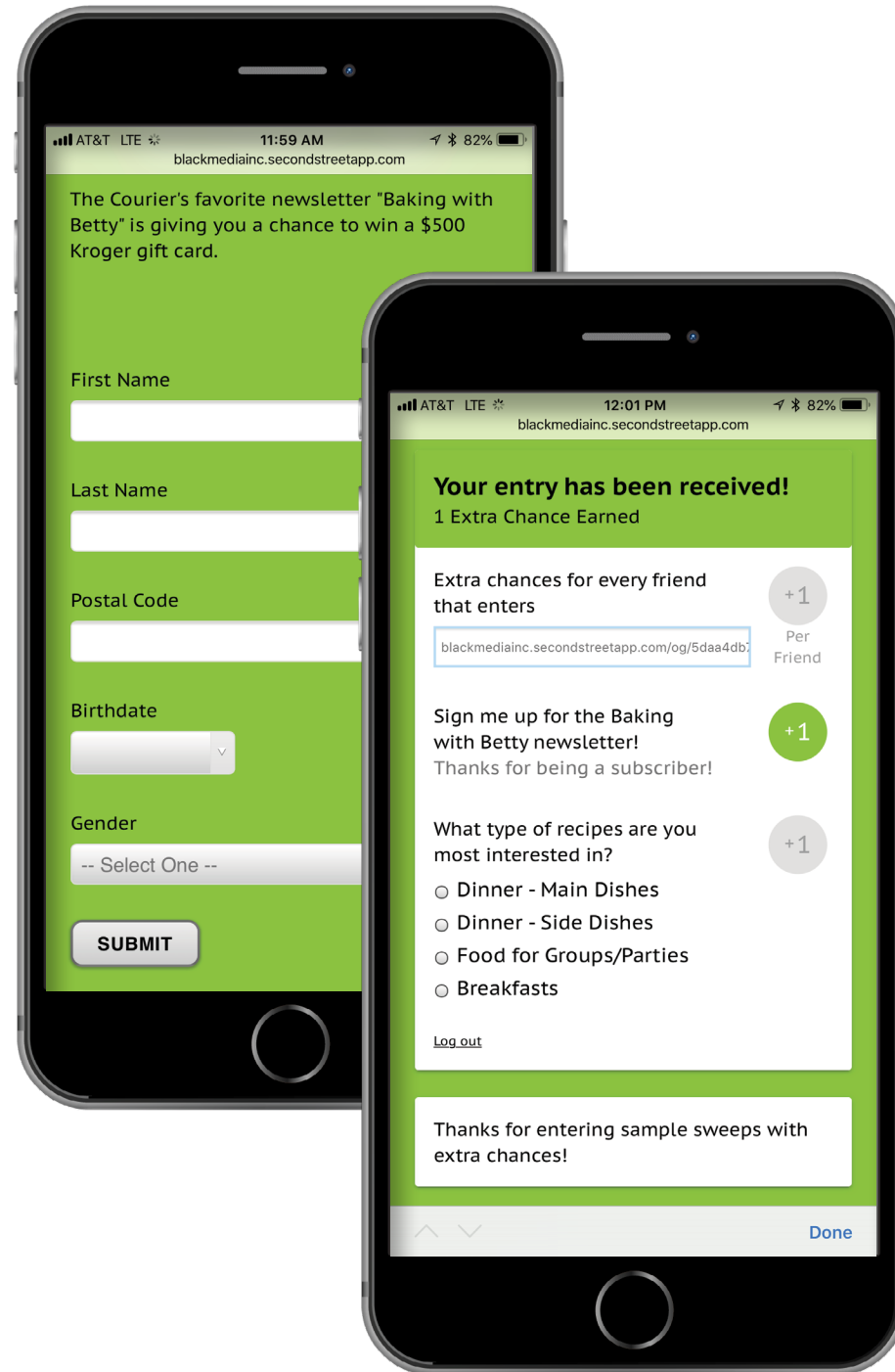
When you run a sweepstakes you need to be thinking – data. Your entry form should include the necessary components to help grow your engaged database (name, zipcode, age, and gender). In addition, don't forget to include an opt-in on every contest you run!

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 Sweeptakes 🗝️
- 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

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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](#) ✨



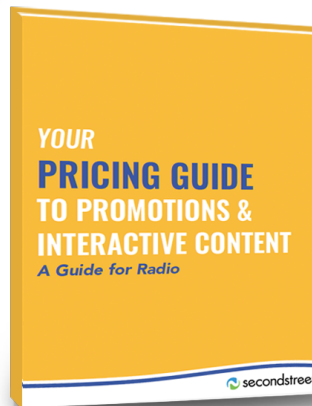
2 Conduct a CNA Meeting

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](#) ✨



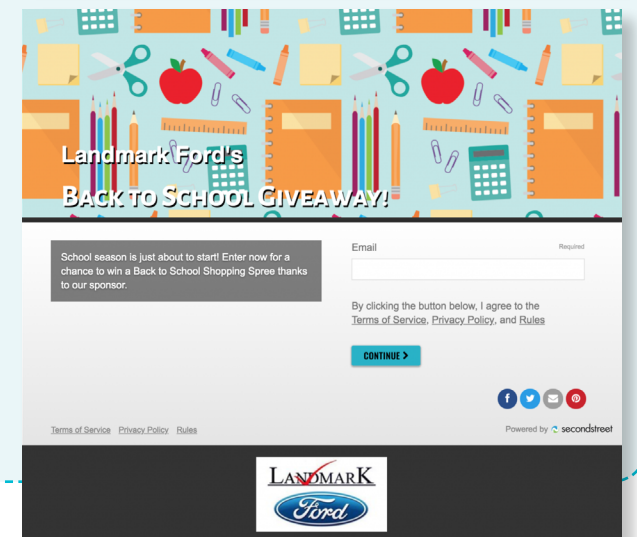
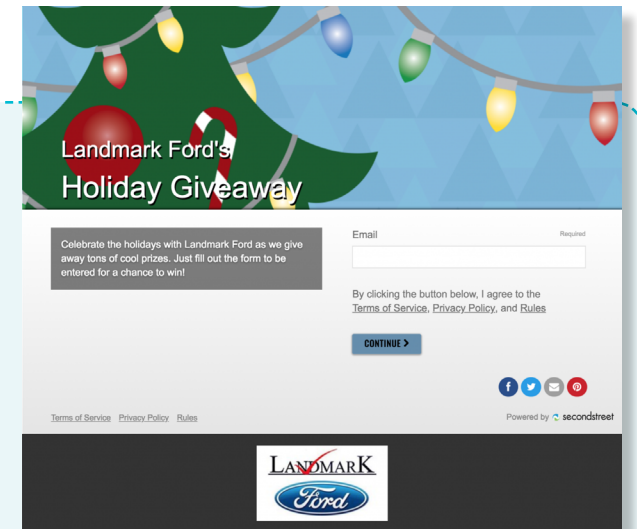
4 Make the Pitch + Sell the Benefits

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



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

1 ENTER THE GROVE GROCERY \$500 GIVEAWAY

2 WIN \$500 TO GROVE GROCERY!

3 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!

4 GROVE GROCERY

5 Email Required

Postal Code Required

Birthdate Required

mm/dd/yyyy

Gender Required

-- Select One --

5 Where do you normally buy groceries? Required

-- Select One --

6 How much do you spend on groceries per week? Required

-- Select One --

6 Grove Grocery Liked 151K likes

7 Sign me up for special offers and deals from Grove Grocery!

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

SUBMIT

Powered by secondstreet

Thank You Page

1 ENTER THE GROVE GROCERY \$500 GIVEAWAY

2 WIN \$500 TO GROVE GROCERY!

3 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!

8 \$10 off any \$20+ purchase exp. 8/1/2016

9 Your entry has been received

Thanks for entering the Grove Grocery \$500 Giveaway! Winners will be announced on August 1, 2016.

Enjoy this \$10 off coupon to your local Grocery Grove store! (We'll also send it you in an email.)

Thanks for entering!

9 Check out the "Recipe Grove" recipes you need to make delicious success!

Log out Megan Black Say something about this...

9 Your Like

9 Share

9 Share

9 GROVE GROCERY

Enter the \$500 Grocery Giveaway

I just entered the Grove Grocery \$500 giveaway! Click here to enter!

Seller's Tip
Before going on your next sales call, build out a spec contest to show your advertiser the value you can offer.



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.

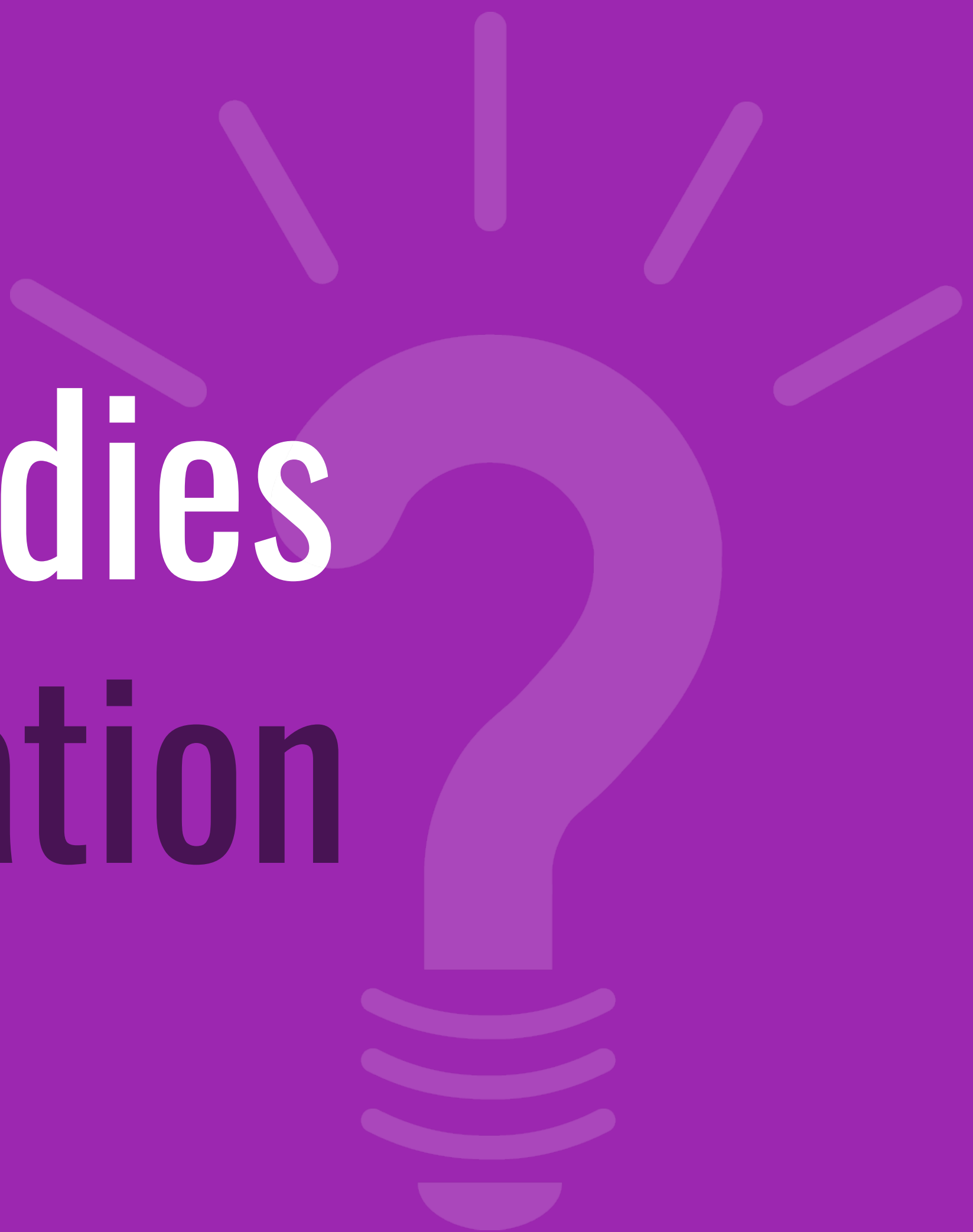
Ideas to Promote Your Sweepstakes

- 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 showing a 'Contests and Promotions' section with the heading 'Select a promotion or contest from the list below'. It lists various contests like 'BIG BUCK CONTEST 2018', 'Winners Announced!', 'Amazing Teacher Awards', and 'GO! MAGAZINE EXCLUSIVE LOUFEST 2018 VIP H...'. A 'Subscribe Now' button is visible.
- Smartphone (Left):** Displays a contest for 'the Y OLD COLONY YMCA GIVEAWAY' on the FOX 8 CLEVELAND website. The contest offers a 'FREE one week guest pass' and a 'FREE 1 YEAR FAMILY MEMBERSHIP'. A 'CLICK HERE TO ENTER' button is prominent.
- Smartphone (Right):** Shows a Facebook post from '13 WHAM ABC with Bob Johnson Chevrolet' asking 'What is your favorite John Cusack movie?'. The post includes a photo of John Cusack and a 'Say Anything Ticket Giveaway' prize. It has 304 reactions and 55 shares.

Case Studies & Inspiration



Case Study: Sun Solar Sweepstakes

KYTV-TV | Springfield, MO | DMA: 75



ENTER TO WIN **FREE ELECTRICITY** FOR LIFE

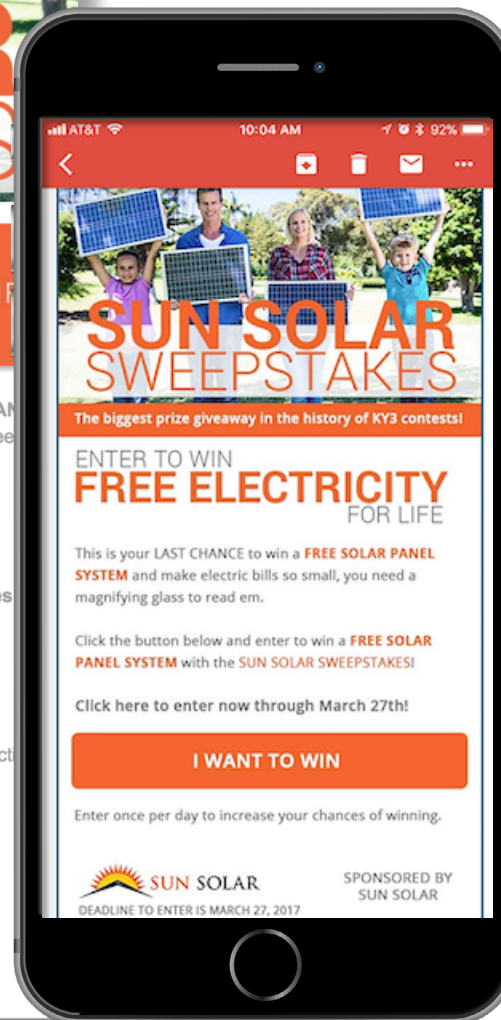
Email Required
One lucky person is going to win a **FREE SOLAR PANEL SYSTEM** and make electric bills so small, you will need magnifying glass to read them.

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

- Fill out the form on this page for a chance to win:
- 3 Kilowatt solar system
 - Up to \$5,000 in energy efficiency home upgrades which would include the following if applicable:
 - Insulation
 - Lighting conversion to LED
 - Duct work and air sealing

The Energy Efficiency will result in up to a 30% reduction in yearly electric costs.

Total package value is \$20,000.



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

Case Study: 12 Days of Giveaways

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

12 Days of Giveaways!

DECEMBER

					1	2
3	4 JUST TAPPED	5 planet beach	6 Copper Mountain	7 West Mont	8 NAPA	9
10	11 DINNERS	12	13 SILVER CITY stone	14 EATON TURNER JEWELRY	15 CAPITAL SPORTS	16
17	18 HELENA MOTORS	19 SILVER STAR	20	21	22	23
24	25	26	27	28	29	30
31						

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? Required

Yes No

How often should you get your rings checked and cleaned? Required

Every 3 months Every 6 months Yearly

What occasions do you shop for jewelry? Required

Wedding Anniversary Mother's Day Birthday Graduation Christmas Push gift

As a special gift, we are offering you **10% off 5 day boarding**

1137 Wier Mill Rd, Black Eagle, MT 59414

Share how to enter with your friends:

Facebook Twitter Email Pinterest

Powered by **secondstreet**

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

Case Study: Blockbuster Bucket List Sweepstakes

GateHouse Media (Groupwide Contest)

The banner features logos for Ross+Simons (R+S) and Miracle-Ear. The central graphic is a circular bucket filled with various prizes like a Super Bowl football, a golf ball, a Statue of Liberty, and a baseball. The text reads 'WIN In Our Biggest Contest Ever!' and 'Enter to win your favorite of these 10 incredible prizes including trips to some of the most prestigious events in our nation!'. A list of prizes is provided: 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, and \$10,000 Cash. At the bottom, it asks 'What's on your bucket list?' and encourages entering the contest.

A screenshot of a Facebook contest form with the following entries:

- 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.

Below the form, there are two social media profiles:

- R+S Ross-Simons Jewelry** (203K likes)
- The Providence Journal** (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: 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

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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

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

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

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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

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

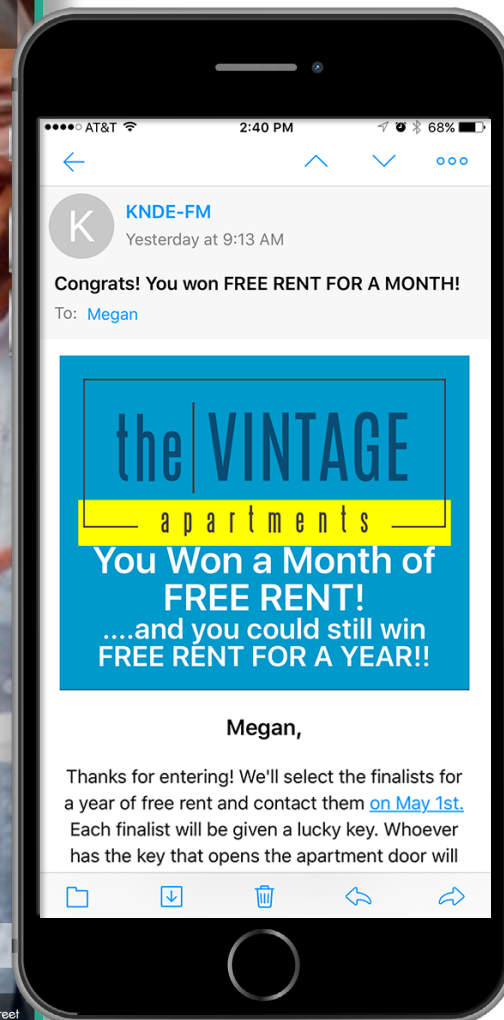
I am a student of either A&M/Blinn/Sam Houston State or will be in Fall 2017 Required

SUBMIT

the | VINTAGE apartments

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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

Inspiration & Ideas

ENTER TO WIN THE
**2018 FAIR TICKET
GIVEAWAY**

You could be one of 5 winners, each receiving a family 4 pack of tickets to the 2018 Jackson County Fair!

PRESENTED BY:
**ROSEBUD
MULTIMEDIA**

Enter for your chance to win below!

Email Required

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CONTINUE >

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

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

FIX MY YARD

Enter for your chance to win a "Fix My Yard" package!

Email Required

Enter for your chance to win a landscaping package from Cutting Edge Lawn Service, a custom landscape lighting or gas line from Dixie Electric, plus additional prizes from Southeast Straw, The Potting Shed, Clark Materials, Charter Bank, Lakeside Irrigation, and Watson's Backyard Living! One winner will be chosen at random on April 10th. For complete list of details including visit the Rules link at the bottom of the screen.

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CONTINUE >

DIXIE
ELECTRIC • PLUMBING • AIR

CUTTING EDGE
LAWN SERVICE, LLC
DESIGN • INSTALL • MAINTAIN

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

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

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

YOU COULD WIN 2
ALL-ACCESS FESTIVAL PASSES & OVERNIGHT STAY!

Enter to Win 2 All-Access Passes to The Food & Wine Festival, plus an Overnight Stay at The Coeur d'Alene Resort! \$848 Value!

Email Required

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\$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 BMZ42191

- 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

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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



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Mow Like a Pro

WKDZ-FM
Cadiz, KY | DMA: 30

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:

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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!

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

FEATURED CAMP OF THE DAY

the Y is giving away a week of Summer Day Camp

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

BOYD BUCHANAN SUMMER CAMPS
HIGH POINT CLIMBING AND FITNESS
the Y
St NICHOLAS SCHOOL
RAIL RO
CHILDREN'S DENTISTRY
WICKORY VALLEY CHRISTIAN SCHOOL

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

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

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...

Hot Leads for the Dermatology Center

PRIZES:
(Winner Chooses One)

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

We are giving away 4 packages each valued at \$250.

Don't miss our Contest runs from February 1st to the 28th.

Do you plan to see a dermatologist Steamboat Springs this year? Required

Are you concerned about your overall skin health? Required

Are you considering a skin cancer screen in the next 12 months? Required

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

ellen's
15 Days of Giveaways

WIN
tickets see Ellen LIVE!

Grew Contesting Database by 120,000!

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.

Email Required

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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

Collected 7,000+ Opt-Ins & Listener Data

CONTINUE >

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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

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Holiday Grocery Dash

Times Herald Record

Middletown, NY | Circ: 80,000

\$96,000 DASH FOR CASH

Email Required

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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

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CONTINUE >

f t e p

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George Strait Getaway Giveaway

KSON-FM

San Diego, CA | DMA: 28

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

Megavision.live

