



National Sweepstakes Production Specs



The 2024 National Sweepstakes are national promotions open to all Second Street partners in the United States and Canada (excluding Quebec) who license Contests. One winner per National Sweepstakes will receive the respective prize, paid for by Second Street. Be sure to sell to local sponsors and include local prizes to generate revenue for your media company and even more engagement from your local audience. Take advantage of this big opportunity to drive revenue and grow your database in 2024!

- Prize & Details Text:** Be sure to include your sponsors and your local prizes in this area. Plus, hyperlink the text to your sponsors' websites.
- Sponsor Logo:** Include clickable logos linking to your sponsors' websites (rec. transparent .png)
Rec. size: 200x500px
- Lead-gen Questions:** Don't forget you can offer additional value to your sponsors by including a custom lead gen question on the entry form.
- Facebook Like Box:** Optional Facebook Like Boxes can help grow your and your sponsors' social following.
- Social Sharing Buttons:** Customize the text and images for social sharing to incorporate your sponsors' name and branding.
- Email Opt-In:** Be sure you include email opt-ins for your media company's database as well as your sponsor's. (Plus, it's required if you plan on emailing those leads in the future).
- Thank-You Coupons:** You can also include offers or coupons from your sponsors on the thank-you page and send in a thank-you email, these are both fantastic ways to offer additional value to your sponsors! **Rec. size: 300x200px**
- Invite & Thank-You Emails:** Feature your sponsors in all contest emails. Consider a clickable link to their website as well as special offers or coupons from the sponsors. These emails will go out to both invite your database to participate and also thank users for entering! **Rec. size: 800x500px**

Entry Page 1- Desktop

Entry Page 2- Desktop

First Name Required

Last Name Required

Postal Code Required

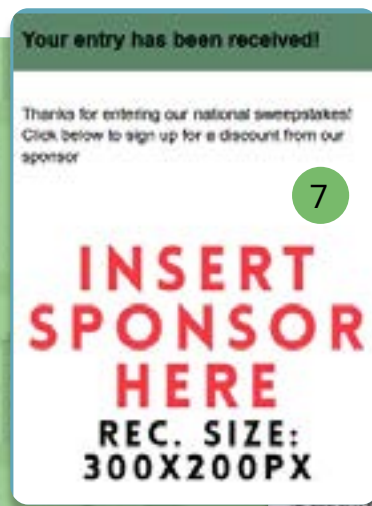
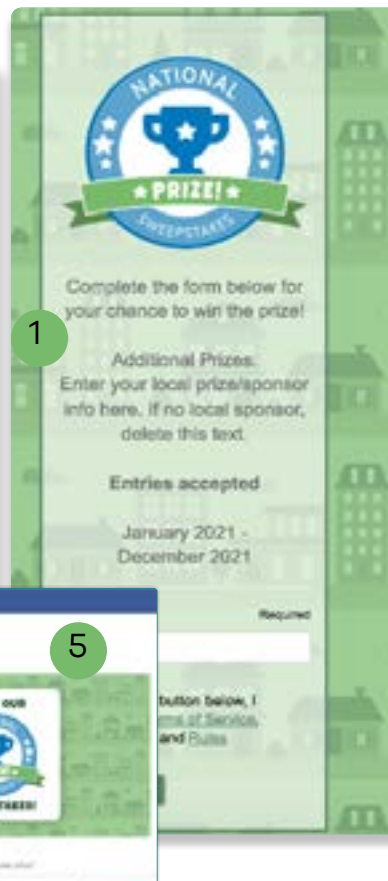
Birthdate Required
mm/dd/yyyy

Gender Required
-- Select One --

Lead Generation Question 1 Required
-- Select One --

Lead Generation Question 2 Required
-- Select One --

Yes, I would like to receive information from the sponsor



Thank-You Message

Thank-You Email



Acceptable Image Types: jpg, jpeg, png, gif