



# National Sweepstakes Database & Revenue Goals

## Revenue Goals

### Small Market

Q1 \$5,000 Sweepstakes:

**\$5,000**

Q2 \$5,000 Sweepstakes:

**\$5,000**

Q3 \$5,000 Sweepstakes:

**\$5,000**

Q4 \$15,000 Sweepstakes:

**\$10,000**

### Mid-Size Market

Q1 \$5,000 Sweepstakes:

**\$10,000**

Q2 \$5,000 Sweepstakes:

**\$10,000**

Q3 \$5,000 Sweepstakes:

**\$10,000**

Q4 \$15,000 Sweepstakes:

**\$20,000**

### Large Market

Q1 \$5,000 Sweepstakes:

**\$20,000**

Q2 \$5,000 Sweepstakes:

**\$20,000**

Q3 \$5,000 Sweepstakes:

**\$20,000**

Q4 \$15,000 Sweepstakes:

**\$30,000**

## Database Goals

### Small Market

Target **200** opt-ins per sweepstakes

### Mid-Size Market

Target **375** opt-ins per sweepstakes

### Large Market

Target **500** opt-ins per sweepstakes

