



# National Sweepstakes Value Proposition

- **Alignment with our media company**
  - **Annual engagement and ownership of these 'big campaigns' all year long**
  - **Opportunity to gather consumer data with survey questions (2 questions per contest) - 8 questions you can ask throughout the year to understand buying intent, behavior, demographic information, and more**
  - **Opt-ins for your business to grow YOUR database**
  - **Robust promotions campaign to drive entries & keep your brand front and center**
  - **Opportunity to include local prizes to promote your products and/or services**
  - **Include coupons on the 'Thank You for Entering'**
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