**Car Payments for a Year**

**Contest Run Dates: January 31, 2022 - February 28, 2022**

Generate leads with this 4-week multimedia campaign including on-air and digital ads, a lead-generating sweepstakes, and an email campaign designed to drive the best results for your business!

Entrants can win $5,000 towards their car payments.

Local prizes can be added by local sponsors.

**BENEFITS OF BEING A SPONSOR:**

* Multimedia campaign to build brand awareness and engagement with your target audience
* Generate qualified leads for your business
* Grow your email database
* Gather data on your potential customers
* Drive traffic to your website

**SPONSORSHIP PACKAGE:**

* Exclusive sponsorship of Car Payments for a Year sweepstakes
* Sponsor logo on promotional elements (on-air, digital, social, and email) during the 4-week campaign
* Digital
	+ 50K run-of-site impressions (for your business) on tv.com during 4-week campaign
	+ 25K run-of-site impressions to promote contest on tv.com during 4-week campaign
	+ Exclusive 728x90 digital ad unit on contest page
	+ Three lead-generation questions on the contest registration form
	+ Digital offer/coupon on the sweepstakes thank-you page
	+ Opt-in for your email database on the sweepstakes registration form
	+ Optional Facebook Like box on the sweepstakes registration form
	+ Extra chance options offered:
		- Watching a 30 second commercial video
		- Opting-in to email database
		- Answering custom lead-gen questions
		- Sharing with friends via custom link
		- Visiting a web link (your website)
		- Downloading a mobile app
		- Downloading an Alexa skill
* On-Air
	+ 40x :30 on-air commercials weekly (M-F 6a-7p)
	+ 5 mentions in midday news, 1 per week (call for entries, winner announcement)
	+ Audio/Video ID in :15 promotional spots, Mon-Fri, 5a-5p (minimum 15/week)
* Email
	+ Recognition on two promotional emails to our opted-in database of 30,000 (Your Email List Size goes here)
		- One invite email to be sent at the beginning of the campaign
		- One last chance email to be sent 2 days before campaign ends
	+ Thank you email sent to everyone who enters with coupon or offer from your business

**GRAND PRIZE:** $5,000 towards Car Payments

**LOCAL PRIZE:** Sponsor to provide local prize for local winner valued at $XXX

**RUN DATES:** January 31, 2022 - February 28, 2022

**VALUE:** $XXXX

**INVESTMENT:** $5,000 (small market) $10,000 (mid-size market), $20,000 (large market)