**Rent or Mortgage for a Year**

**Contest Run Dates: November 7, 2022 - December 12, 2022**

Generate leads with this 5-week multimedia campaign including digital ads, a lead-generating sweepstakes,

and an email campaign designed to drive the best results for your business!

Entrants can win $15,000 towards their rent or mortgage.

Local prize provided by local sponsor.

**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 Rent or Mortgage for a Year sweepstakes
* Sponsor logo on promotional elements (digital, social, and email) during the 5-week campaign
* Digital
  + 50K run-of-site impressions (for your business) on ourwebsite.com during 5-week campaign
  + 25K run-of-site impressions to promote contest on ourwebsite.com during 5-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
  + 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
* Email
  + Banner ad for your business on our weekly newsletter (5 times)
  + Promotional ad for contest with your logo in our weekly newsletter (5 times)
  + Recognition on two promotional emails to our opted-in promotional database of XX,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
* Social
  + Facebook Like box on the sweepstakes registration form
  + Sponsor logo on promotional ad for contest on Facebook (2 posts total)
  + Sponsor logo on promotional ad for contest on Instagram (2 posts total)

**GRAND PRIZE:** $15,000 towards Rent or Mortgage

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

**RUN DATES:** November 7, 2022 - December 12, 2022

**VALUE:** $XXXX

**INVESTMENT:** $10,000 (small market) $20,000 (mid-size market), $30,000 (large market)