

2024 National Sweepstakes

Welcome!



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Do you have questions?

Ask in the GoToWebinar Panel during the webinar, and we will answer them at the end!





What are National Sweepstakes from Second Street?

2024 National Sweepstakes

**\$5,000
Sweepstakes**



January

**\$5,000
Sweepstakes**



April

**\$5,000
Sweepstakes**



July

**\$15,000
Sweepstakes**



November

2024 National Sweepstakes

**\$5,000
Sweepstakes**

**\$5,000
SWEEPSTAKES**

January



**\$5,000
SWEEPSTAKES**

April

**\$5,000
SWEEPSTAKES**

July

**\$15,000
Sweepstakes**

**\$15,000
SWEEPSTAKES**

November

2024 National Sweepstakes

January	February	March	April
Q1 January 29, 2024 – February 27, 2024			Q2 April 22 2024 –
May	June	July	August
May 21, 2024		Q3 July 29, 2024 – August 27, 2024	
September	October	November	December
		Q4 November 4, 2024 – December 10, 2024	



Why you should be using them

Why



- Included in your Second Street License!
- Generate Revenue
- Database Growth
- Capture 1PD
- Audience Engagement



Generate Revenue

Advertisers to Target



Automotive

Banks, Credit Unions

Retirement/Wealth

Home Services

Grocery

Insurance

Healthcare

Real Estate

Mortgage Lenders

Furniture Retailers


Indoor/Outdoor

Home Improvement



The Sponsorship Model

Annual Bundle – One Sponsor



Warm Up
Your Winter

with \$5000 Cash

from
SHIELD EXTERIORS
The Roofing Experts

Sign up for your chance to win \$5000 in cash!

Email Required


By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >

[f](#) [t](#) [e](#)

[Terms of Service](#) [Privacy Policy](#) [Rules](#) Powered by [Second Street](#)

Warm Up Your Winter
WBYR-FM | Fort Wayne, IN



**a
GAS**

of a giveaway

win \$5000 in fuel

from **SHIELD EXTERIORS**
The Roofing Experts

Every Friday we will be giving away a gas card in addition to your chance at \$5000 in fuel!

Email Required


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A Gas of a Giveaway
WBYR-FM | Fort Wayne, IN



ENTER TO WIN!

\$5000

BACK TO SCHOOL
bonanza

SHIELD EXTERIORS
The Roofing Experts

Email Required


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Back to School Bonanza
WBYR-FM | Fort Wayne, IN



SHIELD EXTERIORS
The Roofing Experts

Christmas
OF A
Lifetime

\$15,000 CASH

Email Required

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Christmas of a Lifetime
WBYR-FM | Fort Wayne, IN

Case Study

WBYR-FM, Fort Wayne, IN

- **\$34,000 revenue** in addition to their 6-figure yearly spend!
- 1,641 Marketing Leads
- Gained valuable 1PD insights on entrants
- Advertiser loved the exclusive year-long sponsorship of the 4 National Sweepstakes



Warm Up
Your Winter
with \$5000 Cash

from SHIELD EXTERIORS

Sign up for your chance to win \$5000 in cash!

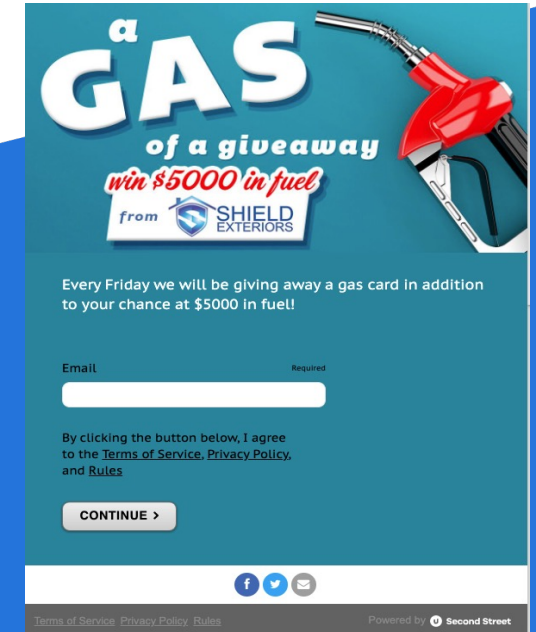
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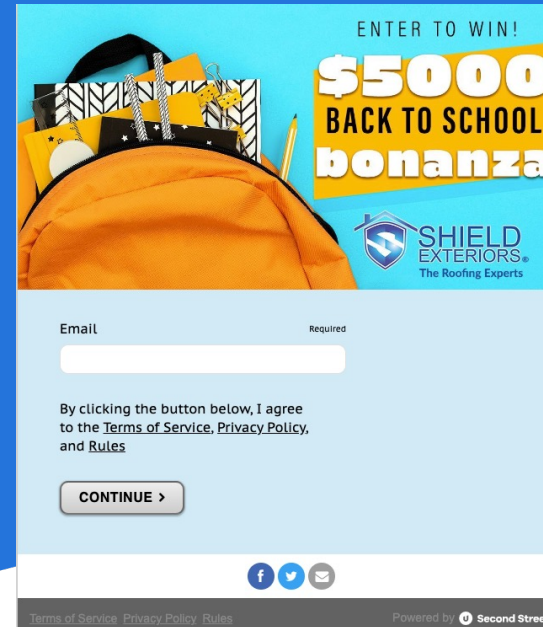
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ENTER TO WIN!
\$5000
BACK TO SCHOOL
bonanza

SHIELD EXTERIORS
The Roofing Experts

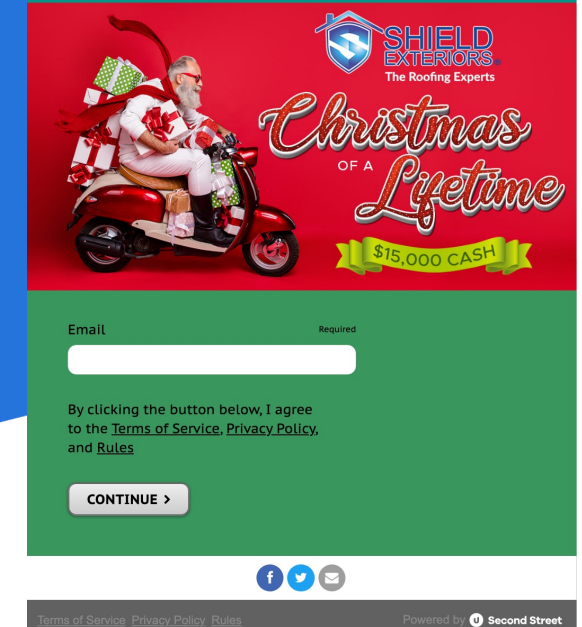
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[Terms of Service](#) [Privacy Policy](#) [Rules](#) Powered by [Second Street](#)



SHIELD EXTERIORS
The Roofing Experts

Christmas
OF A
Lifetime
\$15,000 CASH

Email Required

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One Sponsor for each Sweepstakes



ENTER NOW FOR YOUR CHANCE TO WIN FREE GROCERIES FOR A YEAR!

ALL THANKS TO **Spot LAUNDROMATS**

Enter below for your chance to have us front the grocery bill for the next year! That's a \$4,800 value!

Plus, a second place winner will win \$500 in free laundry service thanks to [Spot Laundromat](#)!

Spot Laundromats - We do laundry so you don't have to. Spot Laundromats newest location in Chambersburg is now open! In a hurry? Drop off your laundry with their drop and run same day service.




Email Required

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[CONTINUE >](#)


\$4,800 Grocery Giveaway
VerStandig Media | Greencastle, PA



Enter to win
\$5,000
HOME IMPROVEMENT SWEEPSTAKES
REGENCY
FURNITURE SHOWROOMS

It's getting warmer which means the honey-do list is growing. We want to help with \$5,000 toward your home improvement project! Enter below for your chance to win.

Plus, a second winner will be chosen to win a \$500 gift card to Regency Furniture!




Discover the Fashion - Enjoy the Value at Regency Furniture

Email Required

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[CONTINUE >](#)

\$5K Home Improvement Project
VerStandig Media | Greencastle, PA




WIN CAR PAYMENTS
FOR A YEAR OR
\$5,000 CASH!

Would you want free car payments for a year or \$5,000 cash?

You could be the lucky winner making that decision if you enter our \$5k Giveaway below!

Brought to you by your favorite stations:




Email Required

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[CONTINUE >](#)

\$5,000 Car Payments for A Year
VerStandig Media | Greencastle, PA



Shopping Spree
SWEEPSTAKES
'Tis the season of giving!
NATIONAL GRAND PRIZE **\$15,000**
PLUS LOCAL WINNER WILL RECEIVE A \$500 GIFT CARD TO TEAL BLOSSOM BOUTIQUE!

Teal Blossom Boutique... be you, be bold & blossom.

Email Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

[CONTINUE >](#)

\$15,000 Shopping Spree
VerStandig Media | Greencastle, PA

Case Study

Verstandig Media | Greencastle , PA

- **\$2,500** in revenue
- 1,491 entries
- The sponsor plans on running more promotions in the future



Tis the season of giving! We want to give you a chance to win a \$15,000 shopping spree!

Plus, a runner up will receive a \$500 gift card to [Teal Blossom Boutique](#) on the square in Greencastle.



Teal Blossom Boutique... be you, be bold & blossom.

Email

Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >

Multiple Sponsors for each Sweepstakes

Enter daily! WIN \$5,000 towards car payments for a Year.

FREE CAR PAYMENTS SWEEPSTAKES FOR A YEAR **WIN CAR PAYMENTS FOR A YEAR** **ENTER NOW**

One national player will receive \$5,000 and a lucky local player will take home a \$250 gift card from The End Zone Sports Grille and a \$250 gift card from The Grill at 1951.*

Presented by **THE END ZONE** **THE Grill at 1951** It PAYS to READ, PLAY and WIN with SUN Newspapers and YourSun.com. Powered by **SUN NEWS MEDIA** YourSun.com

*Does not include alcohol, tax or gratuity

Complete the form for your chance to win Car Payment for a Year! A \$5,000 National Prize!
Or, a chance at a \$250 prize from our local sponsors The Grill at 1951 and a \$250 gift card from The End Zone Sports Grille in Englewood.

Entries accepted
Monday, January 31, 2022 through Monday, February 28, 2022

Email Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >

Car Payments for a Year
Sun News Media | Port Charlotte, FL

ENTER TO WIN A \$5,000 HOME IMPROVEMENT MAKEOVER

OR WIN A \$500 GIFT CARD FROM ONE OF OUR LOCAL SPONSORS

Home&Garden

PamplinMediaGroup

BORING BARK **PARR** **Alb**

Enter to Win!

Sorry! This promotion has ended.

[f](#) [t](#) [e](#)

Home Improvement Makeover
Pamplin Media | Portland, OR

WIN FREE Groceries FOR A YEAR **\$5,000 PRIZE!** **Enter Now**

Complete the form for your chance to win FREE Groceries for a Year, a \$5,000 prize!

Sponsored By:

WATERTOWN DAILY TIMES

PLUMBING

milkrite InterPuls
improving every farm we touch

Email Required

Groceries for a Year
Water Town Daily Times | Watertown, WI

Christmas Cash

SPONSORED BY:

FOSTERS KRAUS
Plumbing • Heating • Air Conditioning

Collins Aerospace

\$15,000 SWEEPSTAKES

Enter for a chance to win \$15,000!

Christmas Cash \$15,000
Sweepstakes
KFMW | Waterloo, IA

Case Study

Watertown Daily Times | Watertown, WI

- Secured 2 sponsors
- Used **Hot Leads** to deliver new leads straight to each sponsor



WIN FREE
Groceries
FOR A YEAR

\$5,000 PRIZE!

Enter Now

Complete the form for your chance to win FREE Groceries for a Year, a \$5,000 prize!

Sponsored By:

 **WATERTOWN
DAILY TIMES**




milkrite InterPuls
Improving every farm we touch



The Package

How to Package & Price

Part of a bundled campaign with elements of your media company needed to drive success

Core

Online

Social

Email

Sales Package

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)

Car Payments for a Year

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

Generate leads with this 4-week multimedia campaign including print 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 (print, digital, social, and email) during the 4-week campaign
- Digital
 - 50K run-of-site impressions (for your business) on magazine.com during 4-week campaign
 - 25K run-of-site impressions to promote contest on magazine.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
- Print
 - Full page Print Ad
 - Half-page Print contest promotional ad
- 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

The Pitch

The benefits of sponsoring a National Sweepstakes (for your advertisers)

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'

Turn on Hot Leads!

- Add Lead- Gen Questions for your sponsor
- Add Opt-ins with our “Hot Leads” feature

Are you actively looking to purchase or sell a home? Required

-- Select One --

Can we contact you to help you with your home search?

-- Select One --

 **SOLAR PANEL GIVEAWAY**
ENTER TO WIN FREE ELECTRICITY FOR LIFE

First Name Required

Postal Code Required

☐ Please email me special offers on solar panel systems
I agree to share [my information](#) with sponsors.

What is your average household income?

☐ Less than \$30,000

☐ \$30,000 - \$50,000

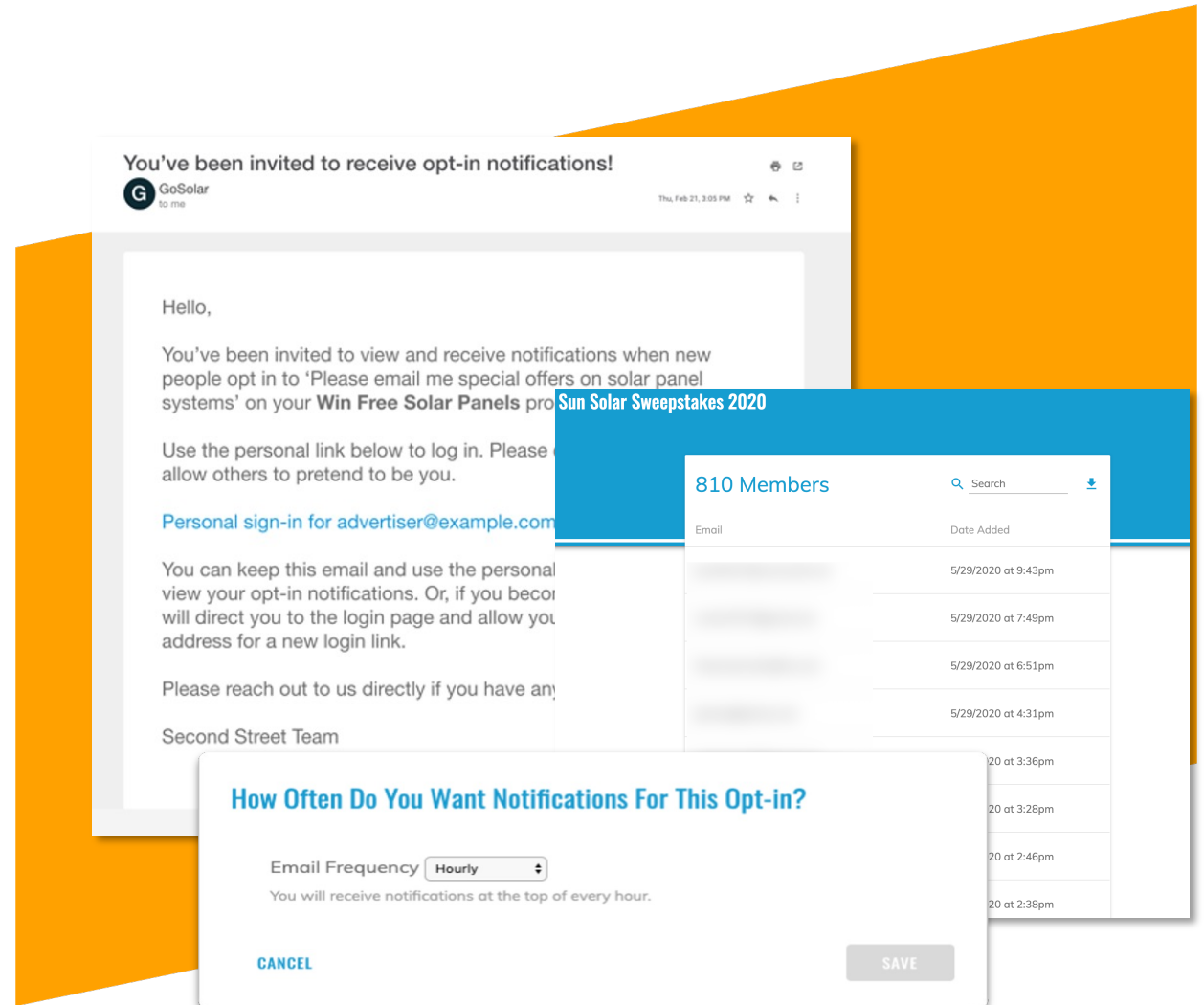
☐ Greater than \$50,000

☒ Please email me special offers on solar panel systems
I agree to share [my information](#) with sponsors.

[CONTINUE >](#)

Hot Leads

- Notification email includes a link allowing advertisers to sign into their own portal
- View the opt-ins and collected data in real time
- Advertisers can customize notification frequency



Case Study: Hot Leads

Chicago Defender | Chicago, IL

- 2,535 entries
- Sponsor: Neighborhood Housing Services of Chicago
- 1,378 HOT LEADS!

The image shows a digital form for a contest titled "CHICAGO DEFENDER Rent or Mortgage for a Year \$15,000 Cash Prize". The header features a red banner with white text and a photo of a couple with a Christmas tree. Below the banner, the text reads: "Enter by December 13, 2021". The main body of the form is white with black text. It includes a paragraph explaining the contest, a section for "Entries accepted" with the dates "Now through Monday, December 13, 2021", and a "Fill out the form below to enter and good luck!" instruction. A "Special thank you" section mentions the sponsor, Neighborhood Housing Services of Chicago (NHS), and describes their mission. Below this, there is a checkbox for "Receive more information about financial consulting, home loans, and down payment assistance from Neighborhood Housing Services of Chicago". A text box contains the statement "I agree to share my information with sponsors." and a bell icon with the text "Sharing enabled". At the bottom, there are social media icons for Facebook, Twitter, and Email. The form is partially obscured by a large orange graphic on the right side.

CHICAGO DEFENDER
Rent or Mortgage
for a Year
\$15,000 Cash Prize

Sponsored by **NHS**

Enter by December 13, 2021

We're helping to make your holidays a little brighter this year with a chance to have your rent or mortgage paid for a year on us! One lucky winner could win \$15,000 cash prize towards their rent or mortgage for a year.

Entries accepted

Now through Monday, December 13, 2021. You can enter once per day through Dec. 13.

Fill out the form below to enter and good luck!

Special thank you to our sponsor, Neighborhood Housing Services of Chicago. NHS is a nonprofit neighborhood revitalization organization committed to helping homeowners and strengthening neighborhoods. Whether you are interested in free Homebuyer Education classes, a fixed-rate loan to buy a home, would like to fix up your home, or are trying to save your home from foreclosure, NHS has the expert help you need. If you're looking for more information about foreclosure intervention, check the box to receive more information before you submit your entry.

☐ Receive more information about financial consulting, home loans, and down payment assistance from Neighborhood Housing Services of Chicago

I agree to share [my information](#) with sponsors.

Sharing enabled

Required

[e to the Terms of](#)



Overcoming Objections

Overcoming Objections

“We don’t like to run National Sweepstakes because its not local and doesn’t have local prizes”

Overcoming Objections

“We don’t like to run National Sweepstakes because its not local and doesn’t have local prizes”

You can add local prizes from local sponsors in addition to the National prize.

Overcoming Objections

“We don’t like to run National Sweepstakes because other media companies run them in my market”

Overcoming Objections

“We don’t like to run National Sweepstakes because other media companies run them in our market”

You can customize the branding of the contest to make it unique. You can change the contest theme and name.

Overcoming Objections

"Reps don't want to sell small one-offs.
They want longer term campaigns"

Overcoming Objections

"Reps don't want to sell small one-offs.
They want longer term campaigns"

Sell all 4 National Sweeps as an annual campaign to one advertiser. They will get the benefit of leads and exposure 4 times a year, and you'll secure a long-term campaign.

Overcoming Objections

“We forget that these exist and then don’t have enough time to run them”

Overcoming Objections

"We forget that these exist and then don't have enough time to run them"

Sell to one advertiser now and you're done for the year!
Put on your sales calendar now. Align these with special sections/programming you already plan to sell.

Overcoming Objections

"We won't run them on the site
unless they are sold"

Overcoming Objections

"We won't run them on the site
unless they are sold"

**You can grow your email list with no
sponsors for the sweepstakes.**

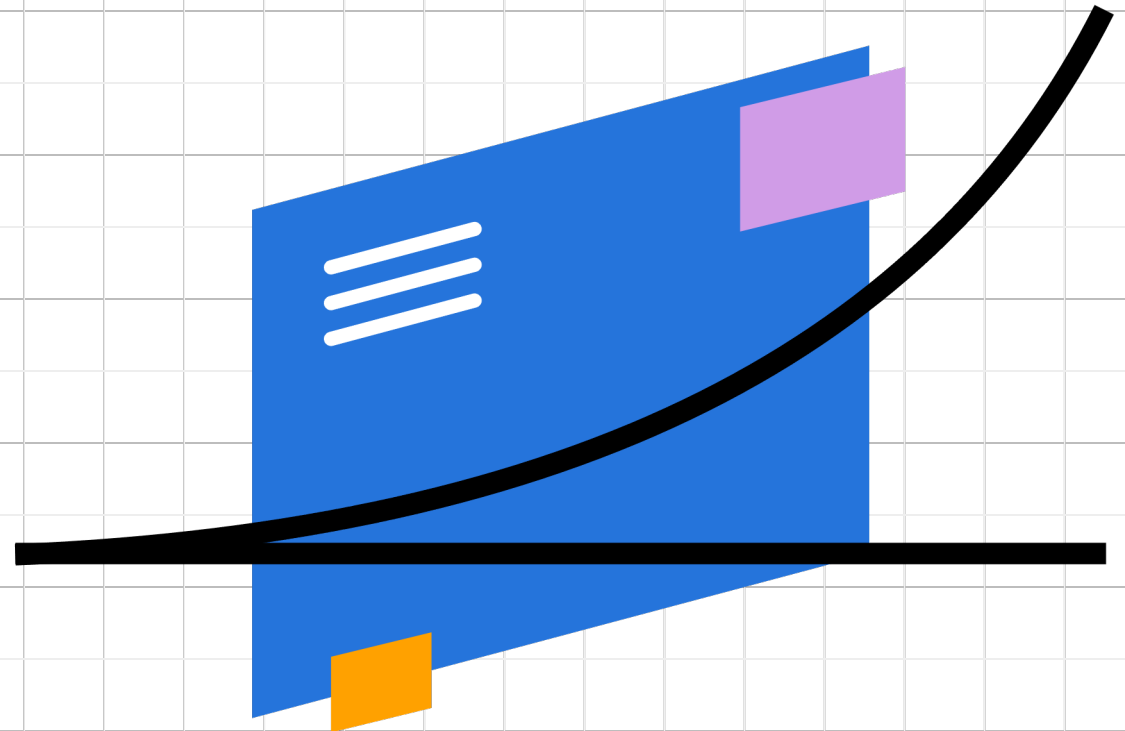


First-Party Data + Database Growth

Amongst current partners:

94%

Of email database growth
comes from contests &
interactive content through
Second Street



Always include an opt-in

- Make sure to include opt-ins
- Best Practice Alert! Don't Precheck the Opt-in

The image shows a screenshot of a sweepstakes entry form. At the top, there is a circular logo with a house icon and the text "RENT OR MORTGAGE \$15,000 SWEEPSTAKES FOR A YEAR". Below the logo, the text reads "Complete the form below for your chance to win \$15,000 prize!". The entry period is listed as "Entries accepted Monday, November 8, 2021 through Monday, December 2021". There is an "Email" input field. Below the input field, the text states "By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)". A green "CONTINUE >" button is at the bottom of the form. An overlay box on the right side of the form contains four opt-in options, each with an unchecked checkbox:

- ☐ Yes, I would like to receive the Chronicle news headlines email
- ☐ Yes, I would like to receive additional information from VITAS Healthcare
- ☐ Yes, I would like to receive additional information from Meadowcrest Family Physicians
- ☐ Yes, I would like to receive additional information from Canterfield of Ocala

At the bottom of the page, there are social media icons for Facebook, Twitter, and Email. The footer includes links for "Terms of Service", "Privacy Policy", and "Rules", and a "Powered by" logo for "Second Street".

Ask the right questions

- Ask questions that you want to know for your own first-party data strategy



Have you ever shopped at THE STILL? Required

-- Select One --

What most influences your choice in selecting a beverage store? Required

-- Select One --

How do you prefer to be notified of new offerings and discounts? Required

☐ Social Media

☐ Email

☐ Text

☐ Print Ad/Mail

☐ Radio


☐ TV

(check all that apply)

Case Study

Beloit Daily News | Beloit, WI


- Goals:
 - Drive brand awareness
 - Gather demographic data
 - Lead gen
- 2,339 Entries
- Over 1,000 new opt-ins for the paper
- Lead Gen Question:
 - Would you like to receive your paycheck 2 days early with the Revved Up Checking Account?
 - **255** people said yes!



WIN FREE Groceries FOR A YEAR

\$5,000 PRIZE!

Enter Now

 **First Community Credit Union**
firstccu.com

Email Required

By clicking the button below, you agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >

Would you like to receive your paycheck 2 days early with the Revved Up Checking Account?

☐ Yes

☒ No



Audience Engagement

Add a Local Prize

- The right prize can dramatically affect the level of participation of your contests.
- Relevance + value = participation
 - Relevant and valuable prize to your client's target audience

HOW TO PICK THE RIGHT PRIZE

$$R + V = P$$

RELEVANCE + VALUE = PARTICIPATION

Local Prize + National Prize



RE/MAX®
Home for a Year
Sweepstakes

Win up to \$15,000
toward your Rent or Mortgage!

Just enter your email to begin!

Email Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >

Fill out the form below for your chance to win up to \$15,000 for your rent or mortgage in our RE/MAX Home for a Year Sweepstakes, with local prizes of dinner for two at a local restaurant, gift cards and ... a Gateway Clipper Dinner & Cruise!

Click Rules to review a contest overview and all rules.

Entries accepted
Monday, November 8, 2021 through Monday, December 13, 2021

Home for a Year
WCCS-FM | Indiana, PA



HOME IMPROVEMENT
GIVEAWAY
\$5,000 SWEEPSTAKES

Enter Today!

Sorry! This promotion has ended.

Is your list of home improvements bigger than your budget?

Enter today to win \$5,000 in our Spring Home Improvement Sweepstakes!

One local winner will receive a Handmade Wood Box Planter with Pink Geraniums and Solar Light from our sponsor:

The Creative Corner
HOLIDAY DECOR

Home for a Year
Janesville Gazette | Janesville, WI



DREAM BACKYARD
\$5000

SWEEPSTAKES
NATHANIEL POWELL
HARDSCAPES

SOUTH SHORE
HOME, LIFE & STYLE

Complete the form below for your chance to win a \$5,000 prize towards a new backyard!
Sponsored by
Nathaniel Powell Hardscapes

Additional Prizes:
Other prizes:
\$100 to "Eat Local" Restaurant

Entries accepted
Monday, March 8, 2021 through Monday, April 5, 2021

Sorry! This promotion has ended.

SOUTH SHORE
HOME, LIFE & STYLE

NATHANIEL POWELL
Np
COMPANIES

\$5000 Dream Backyard
South Shore Home, Life & Style | Pembroke, PA

Customize Your Branding



103.9 BEAR
PAYS YOUR BILLS

Enter to win \$15,000 to pay your bills!

Register Now!

Email Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

Spotify **CONTINUE >**

\$15,000 Giveaway
WRBR-FM | Mishawaka, IN



PROUDLY SPONSORED BY:
HyVee
EMPLOYEE OWNED

WIN FREE Groceries FOR A YEAR

\$5,000 PRIZE!

ENTER TO WIN!
JULY 31 — AUGUST 29, 2023

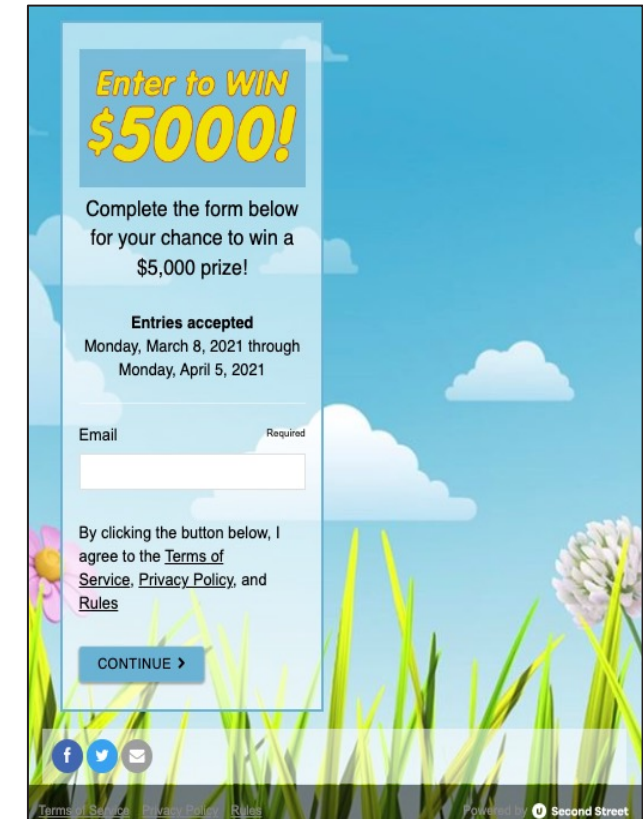
ENTER HERE

Complete the form below for your chance to Win Free Groceries for a Year \$5,000 prize!

Additional Prizes:
Enter your local prize sponsor info here. If no local sponsor, delete this text.

Entries accepted
Monday, July 31, 2023 through Tuesday, August 29, 2023

\$5,000 Groceries for A Year
Janesville Gazette | Janesville, WI



Enter to WIN \$5000!

Complete the form below for your chance to win a \$5,000 prize!

Entries accepted
Monday, March 8, 2021 through Monday, April 5, 2021

Email Required

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Powered by **Second Street**

\$5,000 Sweepstakes
WOAI | San Antonio, TX

Customized + Local Prizes

South Shore Home, Life & Style Magazine

- 10,859 Entries
- 1,402 New sponsor opt-ins
- 4,239 new opt-ins for magazine
- New client turned into consistent advertiser in 2023
- Multiple local winners
 - Posted videos and photos when dropping off local prizes to excite and engage



Enter to Win

SOUTH SHORE
HOME, LIFE & STYLE

LIVE LONG. LIVE WELL. LIVE IT UP.

SWEEPSTAKES

Sponsored by Viva Tequila Seltzer

VIVA
tequila seltzer

August 1st to the 28th
For a Chance to Win **\$5,000**

PRIZES ALSO FROM:
The Lash Lady, Seoane Garden Center, Crystal Clear Detailing, Viva Tequila Seltzer and others! Enter on our website at SouthShoreHomeLifeAndStyle.com

To learn more about Viva visit vivatequilaseltzer.com and follow us on Instagram @vivaseltzer.

You can enter each day!
Tell your friends so that you each get extra chances.
Along with a chance to win \$5,000 we have more amazing prizes for Viva Seltzer, Seoane Garden Center, Crystal Clear Detailing, and The Lash Lady.



Takeaways

2024 National Sweepstakes

Now in Canada!

**\$5,000
Sweepstakes**



January

**\$5,000
Sweepstakes**



April

**\$5,000
Sweepstakes**




July

**\$15,000
Sweepstakes**



November

Sell an Annual Campaign to One Sponsor



Warm Up
Your Winter

with \$5000 Cash

from
SHIELD EXTERIORS
The Roofing Experts

Sign up for your chance to win \$5000 in cash!

Email Required


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Warm Up Your Winter
WBYR-FM | Fort Wayne, IN



**a
GAS**

of a giveaway

win \$5000 in fuel

from **SHIELD EXTERIORS**
The Roofing Experts

Every Friday we will be giving away a gas card in addition to your chance at \$5000 in fuel!

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A Gas of a Giveaway
WBYR-FM | Fort Wayne, IN



ENTER TO WIN!

\$5000

BACK TO SCHOOL
bonanza

SHIELD EXTERIORS
The Roofing Experts

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Back to School Bonanza
WBYR-FM | Fort Wayne, IN



SHIELD EXTERIORS
The Roofing Experts

Christmas
OF A
Lifetime

\$15,000 CASH

Email Required

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Christmas of a Lifetime
WBYR-FM | Fort Wayne, IN

Add a Local Prize

Drive local participation

- Remember: Relevance + value = participation

HOW TO PICK THE RIGHT PRIZE

$$R + V = P$$

RELEVANCE + VALUE = PARTICIPATION

Grow your Database

Amongst current partners:

94%

Of email database growth
comes from contests &
interactive content through
Second Street

The image shows a screenshot of a sweepstakes entry form. At the top, there is a circular logo with a house icon and the text "RENT OR MORTGAGE" around the top edge. Below the logo is a green banner that says "\$15,000 SWEEPSTAKES FOR A YEAR". The form has a green header and a light green body. The main text on the form says "Complete the form for your chance to win \$15,000". Below this, it says "Entries are accepted from Monday, November 1, 2010 through Monday, November 1, 2010". There is an "Email" field with a white input box. Below the email field, it says "By clicking the button, you agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)". At the bottom of the form is a green button that says "CONTINUE >". A modal window is open over the form, containing four checkboxes with corresponding text: "Yes, I would like to receive the Chronicle news headlines email", "Yes, I would like to receive additional information from VITAS Healthcare", "Yes, I would like to receive additional information from Meadowcrest Family Physicians", and "Yes, I would like to receive additional information from Canterfield of Ocala". The modal has a white background and a thin black border. At the bottom of the page, there are social media icons for Facebook, Twitter, and Email. The footer contains the text "Terms of Service", "Privacy Policy", "Rules", and "Powered by Second Street".

RENT OR MORTGAGE

\$15,000 SWEEPSTAKES FOR A YEAR

Complete the form for your chance to win \$15,000

Entries are accepted from Monday, November 1, 2010 through Monday, November 1, 2010

Email

By clicking the button, you agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >

Yes, I would like to receive the Chronicle news headlines email

Yes, I would like to receive additional information from VITAS Healthcare

Yes, I would like to receive additional information from Meadowcrest Family Physicians

Yes, I would like to receive additional information from Canterfield of Ocala

CHRONICLE

Terms of Service Privacy Policy Rules

Powered by Second Street



**We have one sweepstakes
left in 2023...**

\$15,000 National Sweepstakes

November 6, 2023 - December 12, 2023



Second Street



Resources

Master Class: Making Your Best Of a Year-Round Revenue and Audience Generating Machine

LEARN MORE



lab.secondstreet.com



2024 National Sweepstakes Kit

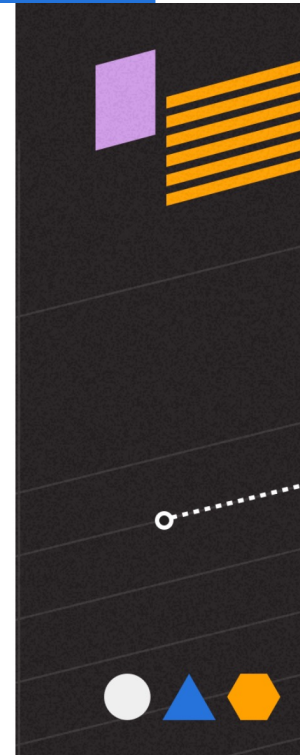
Second Street's National Sweepstakes are a fantastic way to drive more revenue and increase your email database.

Are you getting the most from your National Sweepstakes strategy?

We've put together this kit with everything you need to maximize your strategy and deliver big results:

- Revenue Goals
- Database Goals
- Advertisers to Target
- Sales Sheets for Your Industry
- And more!

[Download the kit](#)



lab.secondstreet.com/2024-national-sweepstakes-kit/



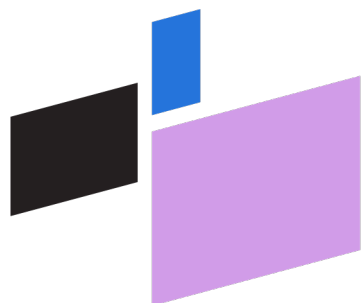


Upcoming Webinars

- Seller's Series: Lead-Gen Edition
 - September 25-27
- 30 in 30
 - Thursday, October 26
- Seller's Series: Best Of Ballots
 - Nov. 13-15

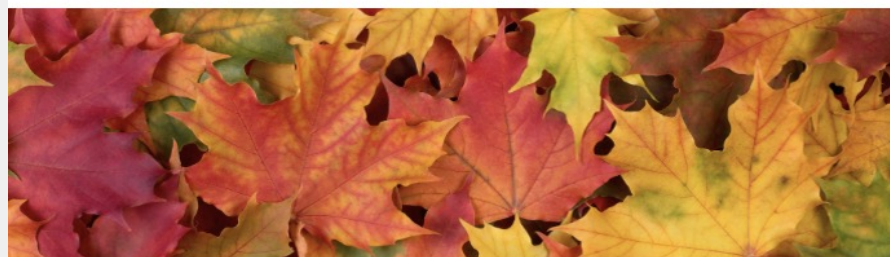
Use the QR code to access
all available webinar
sign-ups!





Football Quiz Drives \$9K for Sponsor

A radio station leveraged a football quiz to drive leads and opt-ins for local pest control company



5 Ideas to Increase Your September Revenue

Try these five promotion ideas to maximize your advertiser revenue!



Sign up for our upcoming webinars!

Check out our next two webinars in August! \$5MM in Second Street Success Stories and 2024 National Sweepstakes with Second Street



Sign up for the Lab Newsletter!



Thank You!



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