

**Promotion Ideas to
Finish Strong in 2025**

Welcome!



Julie Foley

Senior Customer Success Manager
jfoley@uplandsoftware.com



Matt Hummert

Customer Success Manager
mhummert@uplandsoftware.com



Kristen Wehe

Customer Success Manager
kwehe@uplandsoftware.com

Themes to Target for Q4

Football

Holidays

National Sweepstakes



Football

Pro Football Pick'em

- 22 Week Pick'em
- Great for multiple advertisers
- Targets multiple audiences and demographics
- National Prizes
 - \$5,000 Overall
 - \$75 Weekly
- Local Prize opportunity
- Local VIP's

The screenshot shows the Pro Football Pick'em website. At the top, there's a navigation bar with links: WELCOME, MAKE PICKS, WINNERS, LEADERS, and GROUPS. A user is logged in as 'FIRST LAST'. The main header says 'WELCOME BACK, GABBY!' and 'COMPARE YOURSELF AGAINST THE FAN STAFF!'. Below this, five user profiles are shown, each with a 'FIRST LAST' name, 'Correct Picks', 'Last Week' (14/16), and 'Overall' (75/100) record. A central banner features a 'HEADLINE' about making picks for prizes, a 'MAKE PICKS NOW' button, and a 'WEEKLY PRIZE' of \$250. Below the banner, two prize boxes are displayed: 'OVERALL SEASON PRIZE' and 'THIS WEEK'S PRIZE', both offering a \$150 Amazon gift card. At the bottom, a 'LOCAL LEADERS' table lists users and their locations. The footer includes links for 'WANT TO PLAY ON MOBILE?' and 'INVITE YOUR FRIENDS!'.

WELCOME BACK, GABBY!
COMPARE YOURSELF AGAINST THE FAN STAFF!

HEADLINE
Make your picks for each game of the season for a chance to win great prizes!
MAKE PICKS NOW

WEEKLY PRIZE
\$250
KING SCOOPERS GET CARD

WIN GREAT PRIZES!

OVERALL SEASON PRIZE
\$150 Amazon gift card

Sponsored By: Whitener Law Firm

THIS WEEK'S PRIZE
\$150 Amazon gift card

Sponsored By: Whitener Law Firm

LOCAL LEADERS

USER	LOCATION	TOTAL
First Last	MO	000
First Last	MO	000
First Last	MO	000
First Last	MO	000
First Last	MO	000


WANT TO PLAY ON MOBILE?
We'll text you a link to play! **TEXT ME**

INVITE YOUR FRIENDS!
Send them an email **INVITE FRIENDS**


Two Games in One!

Pick'em Game



 **SMITH AUTO**

SMITH AUTO FOOTBALL CONTEST



WELCOME

PICKS

WINNERS

LEADERS

GROUPS

LOGIN

Week

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20


21


PICK'EM GAME

Pick the winner of each game up until 5 minutes before the game starts. You will also need to pick the exact score for the tiebreaker game of the week. All Times: Central

THU 9/10 7:20pm

☐ HOU (0-0)







☐ KC (0-0)

SUN 9/13 12:00pm

☐ SEA (0-0)







☐ ATL (0-0)

SUN 9/13 12:00pm

☐ NYJ (0-0)






☐ BUF (0-0)

SURVIVOR GAME

Pick one survivor each week. You can only pick that team one time per season.


HOU

Pick




KC

Pick




SEA

Pick




ATL

Pick




NYJ

Pick



BUF

Pick



Survivor Game

Value Proposition for Pro Football

Huge event with national audience

Community involvement

Brand exposure

Lead generation

Database growth

List growth

Advertisers to Target

Specialty Healthcare

Financial

Automotive

Home Services

Grocery/Beverage

Insurance

Real Estate

A Multi-Media Package

- Integrate Advertisers & Talent to promote
 - Ask your sport team to become VIP pickers!
- Facebook Posts
- X Posts
- Promotional Spots (On-Air and Digital)
- Invitation Emails

Burgers. Your Way.

WELCOME MAKE PICKS WINNERS LEADERS GROUPS FIRST LAST

WELCOME BACK, GABBY!

COMPARE YOURSELF AGAINST THE FAN STAFF!

FIRST LAST
Correct Picks: 14/16
Last Week: 14/16
Overall: 75/100

FIRST LAST
Correct Picks: 14/16
Last Week: 14/16
Overall: 75/100

FIRST LAST
Correct Picks: 14/16
Last Week: 14/16
Overall: 75/100

FIRST LAST
Correct Picks: 14/16
Last Week: 14/16
Overall: 75/100

FIRST LAST
Correct Picks: 14/16
Last Week: 14/16
Overall: 75/100

SEE MORE VIPS

HEADLINE
Make your picks for each game of the season for a chance to win great prizes!
MAKE PICKS NOW

WEEKLY PRIZE
\$250
KING SCOOPERS GET CARD

WIN GREAT PRIZES!

OVERALL SEASON PRIZE
\$150 Amazon gift card
amazon.com **a**
Sponsored By: Whitener Law Firm

THIS WEEK'S PRIZE
\$150 Amazon gift card
amazon.com **a**
Sponsored By: Whitener Law Firm

LOCAL LEADERS

USER	LOCATION	TOTAL
FIRST LAST	MO	000
FIRST LAST	MO	000
FIRST LAST	MO	000
FIRST LAST	MO	000
FIRST LAST	MO	000

WANT TO PLAY ON MOBILE?
We'll text you a link to play! **TEXT ME**

INVITE YOUR FRIENDS!
Send them an email **INVITE FRIENDS**

Case Study





Pro Football Pick'em

Sheridan Media | Clemont, WY

- 2 Title Sponsors
 - First Northern Bank & Carrolls Furniture
- Wednesday Morning show coverage of upcoming weeks games
- Local prizes in addition to national prizes
 - \$100 Gift Card Weekly local prize
 - \$1,200 Overall Prize
- **Revenue: \$20,200**

WELCOME MAKE PICKS WINNERS LEADERS GROUPS LOGIN

THE VIP'S

 Melanie Jacobs Magic Melanie Overall: 206/338	 Andrew Boint The Analyst Overall: 202/338	 Chuck Magera Good Luck Chuck Overall: 202/338	 Jamie Aggers Arm Chair Aggers Overall: 199/338	 James Timberlake The Bookie Overall: 198/338
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COMPARE LAST WEEKS' PICKS

SHERIDAN MEDIA'S 2024 PRO FOOTBALL CONTEST

MAKE YOUR PICKS FOR EACH GAME OF THE SEASON FOR A CHANCE TO WIN GREAT PRIZES!

MAKE PICKS NOW


[f](#) [x](#) [e](#)



WIN GREAT PRIZES!

THIS WEEK'S PRIZE

\$100 Gift Card





ICE HAUS

Sponsored By:
Ice Haus Eatery

OVERALL PRIZE

\$1,200 Prize from Carroll's Furniture



Sponsored By:
Carroll's Furniture

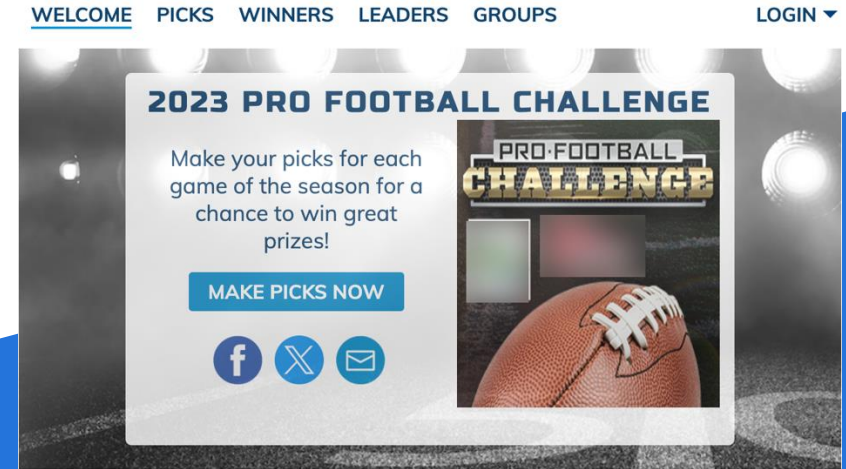


Case Study

Football Bundle

WKRN | Nashville, TN

- 6-month annual package
 - Pro Football National Contest
 - Weekly Photo Contest
- One presenting sponsor
- Lead-Gen question
 - What is most important to you when you go out to eat?
- Coupon in Thank You Email
- **Revenue: \$26,000**



One Lucky Winner Each Week Will Receive:


- 2 Party Trays of 20 3" Sandwiches Each
- 1 Cookie Tray of 48 Cookie Bites
- 20 Bags of assorted chips
- Value Approx. \$150

Case Study

Football Fans Choice Awards

My Horry News | Conway, SC

- Ballot celebrating high school football
 - Write-ins and voting
- Title Sponsor: Grand Strand Nissan
 - Multiple category sponsors
- Print, digital, social, email, & event
- \$500 sweepstakes prize
- **Revenue: \$12,100**



NOMINATE Today!

2024 FOOTBALL FANS CHOICE

GRAND STRAND & NORTH STRAND NISSAN

QUARTERBACK	OFFENSIVE LINEMAN	CHEER SQUAD	EQUIPMENT MANAGER
RUNNING BACK	KICKER	MASCOT	ATHLETIC TRAINER
WIDE RECEIVER	TIGHT END	SCHOOL SPIRIT	DANCE TEAM
DEFENSIVE LINEMAN	HEAD COACH	ASSISTANT COACH	OFFENSIVE LINE COACH
LINEBACKER	BAND	DEFENSIVE LINE COACH	ATHLETIC DIRECTOR
			BROADCASTER

The 2024 Horry County Football Fans' Choice Awards are HERE!

Now is the time to nominate & vote for football players, coaches, cheer squad, athletic directors & more across all of Horry County!

One random participant will win \$500 from Grand Strand Nissan just for voting!

Voting & Nominating: August 19 - November 17
Winner Contacted: November 18
Awards Ceremony for Winners: Early December (invitation to follow)
Don't forget to vote EVERYDAY!

Already Voted?

Categories

- Best Quarterback
- Best Running Back
- Best Wide Receiver
- Best Defensive Lineman
- Best Linebacker
- Best Offensive Lineman
- Best Kicker
- Best Tight End
- Best Head Coach
- Best Band
- Best Mascot
- Best Cheer Squad
- Best School Spirit
- Best Assistant Coach
- Best Defensive Line Coach
- Equipment Manager
- Athletic Trainer
- Dance Squad
- Defensive Line Coach
- Athletic Director
- Broadcaster

The Promotion has Ended

Best Quarterback

SPONSORED BY

ROOF TOP BAR & DINING • GREAT OCEAN VIEWS • LIVE MUSIC

LUNCH • DINNER • RAW BAR

CLICK HERE FOR OUR MENU

Featured Entrants

Kamren Long - Carolina Forest High

Patrick Mullen - Carolina Forest High

SHARE





EXPAND your reach & GROW revenue
with MORE football promotions

Bundles



The 2023 Horry County Football Fans Choice Awards are HERE!

Now is the time to nominate & vote for football players, coaches, cheer squads, athletic directors and more across all of Horry County!

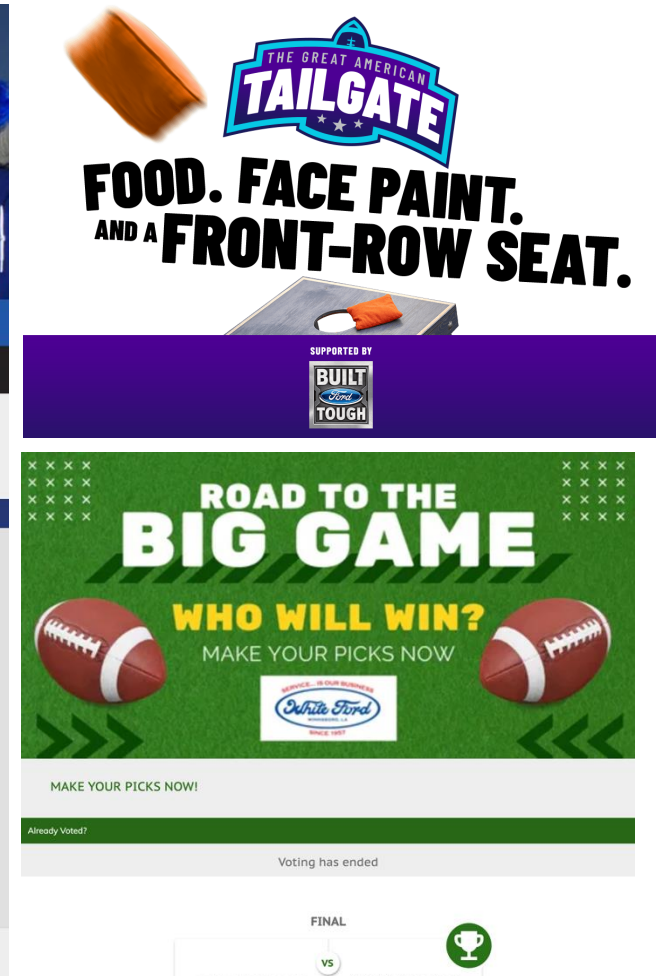
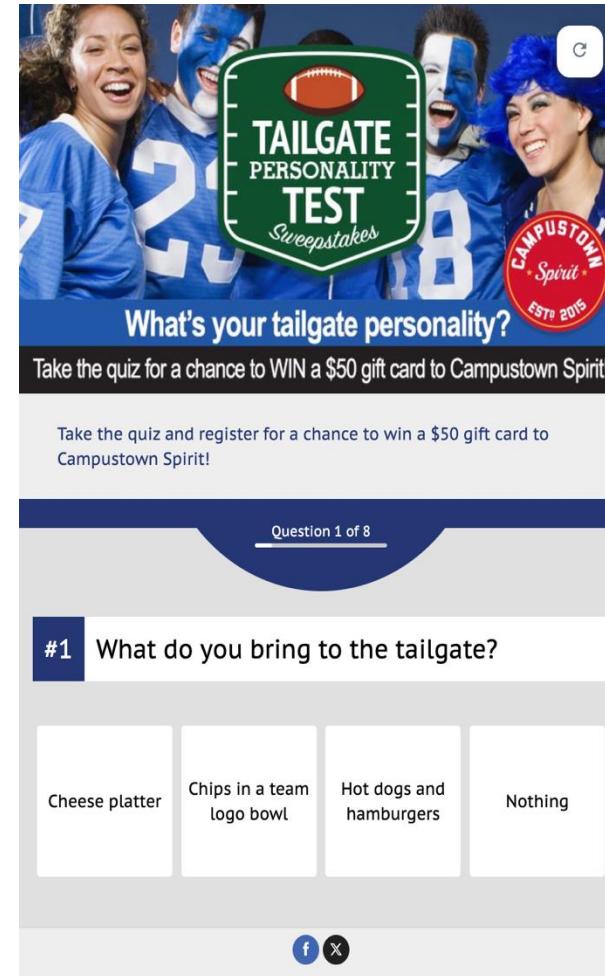
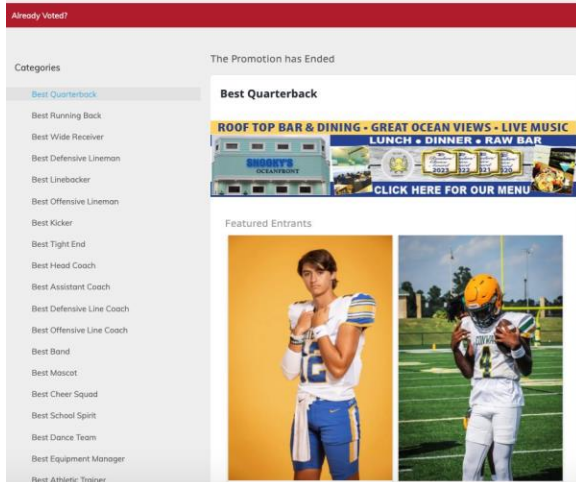
One random participant will win \$500 from Grand Strand Nissan just for voting!

Voting & Nominating: August 9 - November 12

Winners Contacted: November 13

Awards Ceremony for Winners: Early December (invitation to follow)

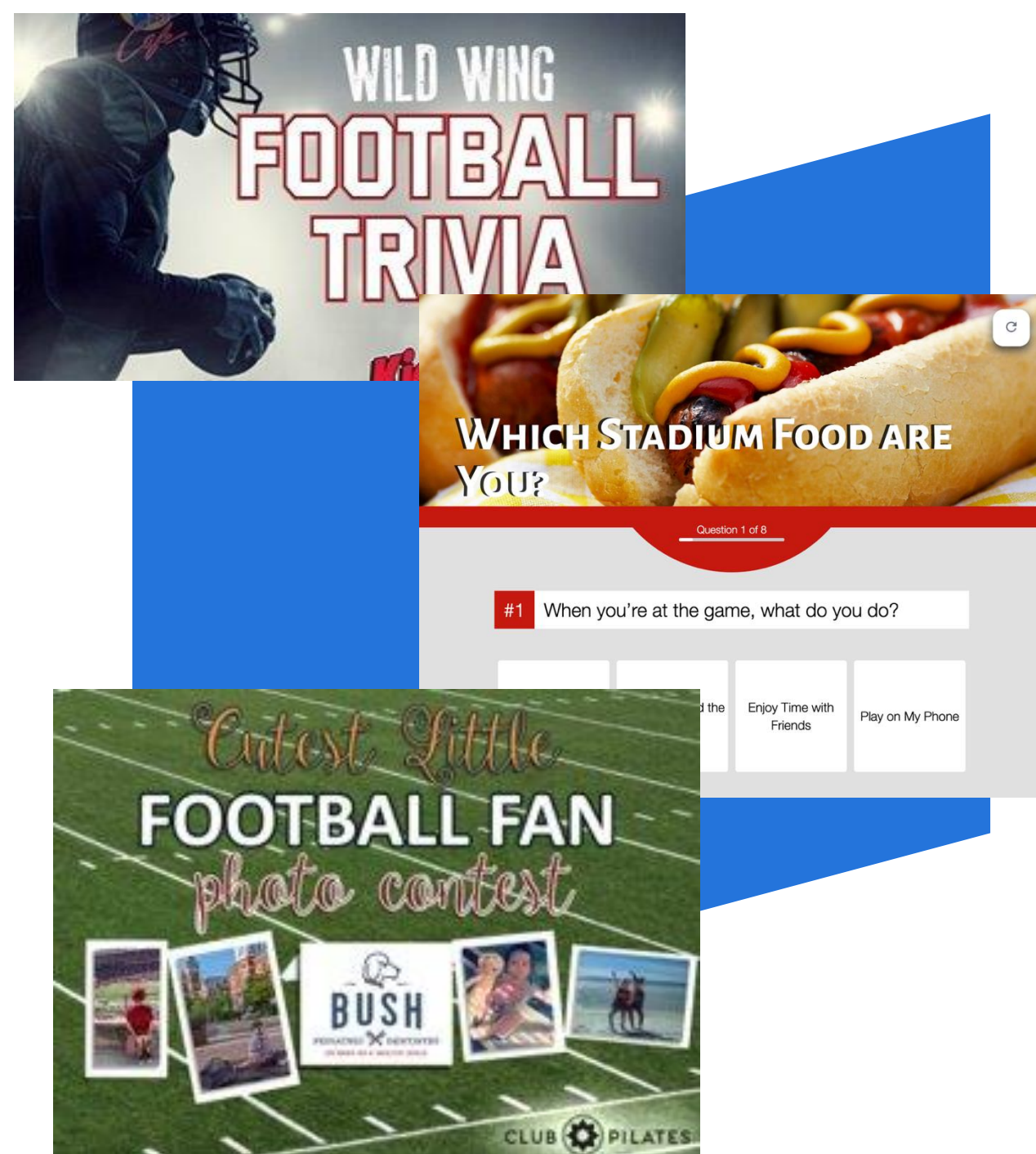
Don't forget to vote EVERYDAY!



Trackable + Measurable Digital Experience

Pro Football Bundles

- 3 Quizzes
 - Sunday Night Football Match-up
 - What Kind of Big Game Viewer are You?
 - Which Stadium Food Are You?
- Voting Bracket
 - Specific to your audience interests
 - Plays, Teams, Players, Coaches, Tailgate food
- Photo Contest
 - Fan Photo
- Sweepstakes
 - Ticket Giveaways



Sports Turnkeys

CAN WE GUESS YOUR TAILGATE PERSONALITY?

Question 1 of 8

#1 What do you bring to the tailgate?

Cheese platter Chips in a team logo bowl Hot dogs and hamburgers Nothing

Facebook Twitter Email YouTube

COMPANY NAME

[Terms of Service](#) [Privacy Policy](#) Powered by 1 secondstreet

Can We Guess Your Tailgate Personality?

Greatest Halftime Performance Bracket

Vote for your favorite halftime performances in each matchup!

Already Voted?

Vote until 7/18 @ 9:00am

Vote Now

Halftime Performance... Halftime Performance... Halftime Performance... Halftime Performance... SEMIFINAL Halftime Performance... Halftime Performance... Halftime Performance... Halftime Performance... FINAL Halftime Performance... Halftime Performance... Halftime Performance...

Greatest Halftime Performance Voting Bracket

Best of Pro Football - AFC South

Vote in our Best of Pro Football - AFC South ballot for a chance to win the grand prize from our sponsor!

Already Voted?

Vote until 1/1 @ 6:00am Central

Categories

- Best Team
 - Houston
 - Indianapolis
 - Jacksonville
 - Tennessee
 - Don't See Your Favorite? Name
- Best Stadium
 - TIAA Bank Field - Jacksonville
 - Lucas Oil Stadium - Indianapolis

Best of Pro Football (for each conference)

Sunday Night Matchups

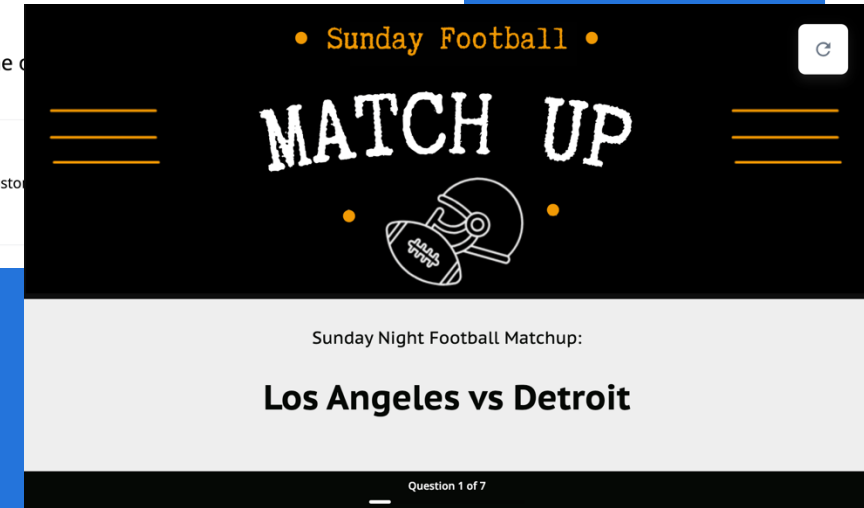
- Turnkeys!
- Matchup quizzes for each Sunday Night Regular Season Game



1. Which city has one of the oldest stadiums built in 1924?

Chicago

Houston



1. How many Big Game championships has Detroit won?

2

1

4

0



Holidays

Extended holiday shopping season



Holiday Ideas

Halloween

Thanksgiving

Small Business Saturday

Giving Tuesday

Christmas

New Years'

Ideas for Q4 Spenders

Furniture

Restaurants

Specialty Food/Package

Jewelers

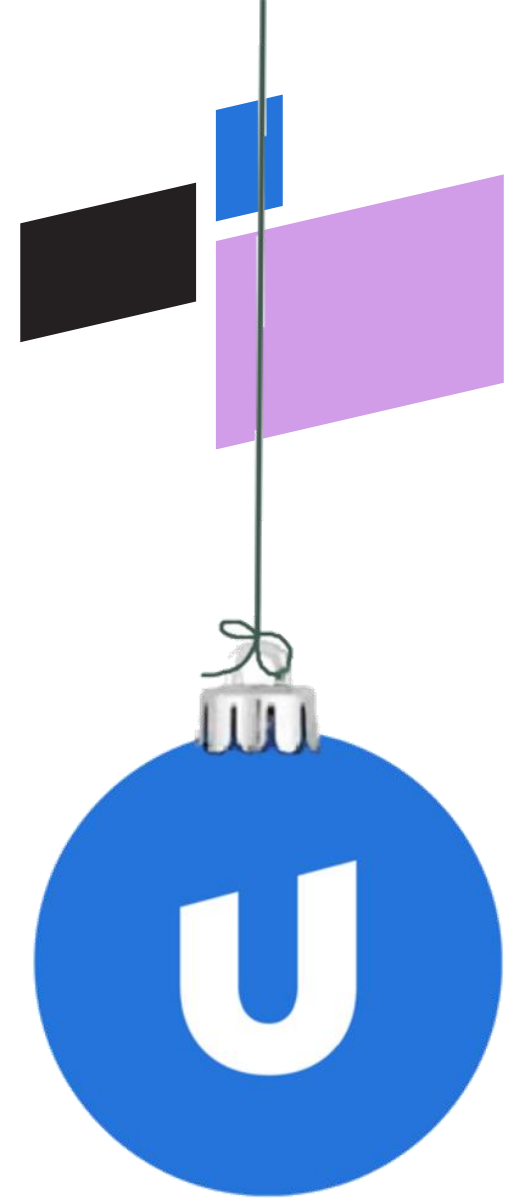
Local Attractions

Grocery

Services

Travel

Specialty Boutiques





Fall

Case Study

Spice Up Your Smile for Fall

Sheridan Media | Sheridan, WY

- Sweepstakes to win dental cleaning and take-home teeth whitening kit
- Sponsor: Local dental clinic
- 153 opted in to receive more info from sponsor
- Revenue: \$1,500



**“Spice Up Your Smile
for FALL” CONTEST**

**2 People will each win a Free
Dental Cleaning with Sonnet
Romero RDH and take home
a teeth whitening kit!**

**Each prize valued
at \$383!**

**Enter NOW
through October 14th!**

 **GOOSE CREEK**
DENTAL CLINIC
YOUR SMILE. OUR PASSION.

Case Study

Hunting Photo Contest

Daily Sentinel | Grand Junction, CO

- Users can submit their hunting, fishing, or landscape photos
- Zero party data questions:
 - What specific hunting and/or fishing season(s) do you partake in?
 - Do you participate in any of the following outdoor activities?

WESTERN COLORADO HUNTING

2025 PHOTO CONTEST



The Daily Sentinel Team is excited to see your photography! Click on the link below to enter.

We will be contacting the winner shortly after the contest ends.

Our design team recommends that your photo is at least 2400 pixels wide and 1600 pixels high. Hunting is permitted.

Already Entered?

What specific hunting and/or fishing season(s) do you partake in?

Do you participate in any of the following outdoor activities?

☐ Mountain Biking

☐ Camping/RVing

☐ Gardening and/or Outdoor Entertaining

Case Study

Find Jack Contest

Kern County Family Magazine | Bakersfield, CA

- Readers had to read the October issue to find hidden Jack O' Lantern graphics
- Submitted answers into a sweeps to win a \$100 gift certificate to a local restaurant
- Sponsor: Realty group
- 45 entrants looking for a new home
- 25 asked to be contacted by sponsor



FIND JACK!

Count the number of Jacks you find in our October issue then submit your answer for a chance to win a **\$100 Gift Certificate to Luigi's Restaurant!**

ENTER NOW!



COLDWELL BANKER
PREFERRED REALTORS®

THE BELTER GROUP

SPONSORED BY **ADAM BELTER, REALTOR, THE BELTER GROUP**



Case Study

Favorite Halloween Candy / Favorite Thanksgiving Side Dish

KNOX Radio | Grand Forks, ND

- 2 bundled voting brackets
- Sponsor: Hugo's Family Marketplace
- Prizes: \$100/\$250 Hugo's gift cards
- Provided a lot of on-air content for radio hosts
- 190 sponsor opt-ins
- Sponsor so happy it will lead to recurring revenue campaigns in 2025
- **Revenue: \$3,000**





Giving Tuesday

Case Study

12 Days of Charities

River Radio | Cape Girardeau, MO

- A play on 12 days of Christmas to show love to local Charities during the holiday season
- Highlighted a different charity each day on-air and social to drive traffic and awareness.
- Used platform to highlight charities and services.
- Station saw tremendous engagement from listeners and the community
- **E-Commerce Opportunity 2025**



Case Study

Non-Profit of the Year Awards

Dayton Magazine | Dayton, OH

- Used to recognize the success of non-profits in their community
- All winners were included in the Non-Profit of the Year Awards feature in the Fall issue



GREATER DAYTON

NONPROFIT OF THE YEAR AWARDS

PRESENTED BY **Dayton** MAGAZINE

2024

VOTING IS NOW OPEN!

4th Annual Greater Dayton Nonprofit of the Year Awards

Dayton Magazine is proud to recognize the success of nonprofit organizations in the Greater Dayton community.

These awards recognize the outstanding accomplishments of nonprofit organizations and the staff and volunteers dedicated to the business of doing good in our community.

Voting will be accepted through July 21st!

All awardees will be included in the Non-Profit of the Year Awards feature in the Fall issue of Dayton Magazine.

Questions? Contact Madelyn Webb, Events Coordinator at mwebb@cincymagazine.com.

Already Entered?

The Promotion has Ended

Arts & Culture

Basic Needs



Winter Holidays

Case Study

Rawlings Experience Sweepstakes

KTVI-TV | St. Louis, MO

- 2 sweepstakes used to:
 - Promote the grand opening of new Rawlings Experience
 - Drive holiday sales
- 4K Entries
- 2K + opt-ins
- 20% off coupon code in Thank You Email
- **Revenue: \$31,360**



ENTER TO WIN A \$250 RAWLINGS EXPERIENCE GIFT CARD

WINNER
Second Street AWARDS
2024

The Rawlings Experience

Rawlings, the number one baseball brand worldwide and creator of the iconic Rawlings Gold Glove Award®, offers sports fans an unforgettable, truly memorable, immersive experience at its new headquarters location in St. Louis!

Swing the latest Rawlings bats, design your own custom glove, explore priceless artifacts highlighting the game's greatest moments and careers!

ENTER TO WIN A \$250 RAWLINGS EXPERIENCE GIFT CARD

PLUS! As a special "Thank you" for entering, every Sweepstakes Participant will receive an email with an exclusive coupon code to use at The Rawlings Experience or Rawlings.com!

There is something for everyone at The Rawlings Experience!

The Rawlings Experience
462 W. Port Plaza Drive
St. Louis, Missouri 63146



Email Required

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

CONTINUE >

Have you visited The Rawlings Experience, or do you plan to in the future? Required

☐ Yes
☐ No
☐ Not Sure

Do you have any children in your household that play, or are interested in softball or baseball? (Choose all that apply.) Required

Choose up to 2 options

☐ Softball
☐ Baseball
☐ Both
☐ None of the above

☐ Yes! I would like to receive information from The Rawlings Experience!

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

🔔 Sharing enabled

Case Study

Days of Giving

KVIA-TV | El Paso, TX

- Due to such high demand from advertisers, they increased the number of days in the promotion from 12 to 23
- Each day the sweepstakes featured a different sponsor/prize
- 100's of opt-ins for each sponsor
- Revenue: \$11,500



Case Study

Elf Shenanigan Showdown Photo Contest

My Horry News | Conway, SC

- Submit fun photos of your Elf on the Shelf & vote for your favorite
- Sponsors: HTC & Fourth and Main Southern Home Accents
- \$250 cash prize
- Advertised in
 - Holiday Gift Guide
 - Weekly publications
 - Digital and social media platforms
- **Revenue: \$1,000**



Submit your photos of your Elf on the Shelf shenanigans!

You can enter as many photos of your Elf on the Shelf displays! Don't forget to vote everyday!

The photo with the most votes wins a prize!

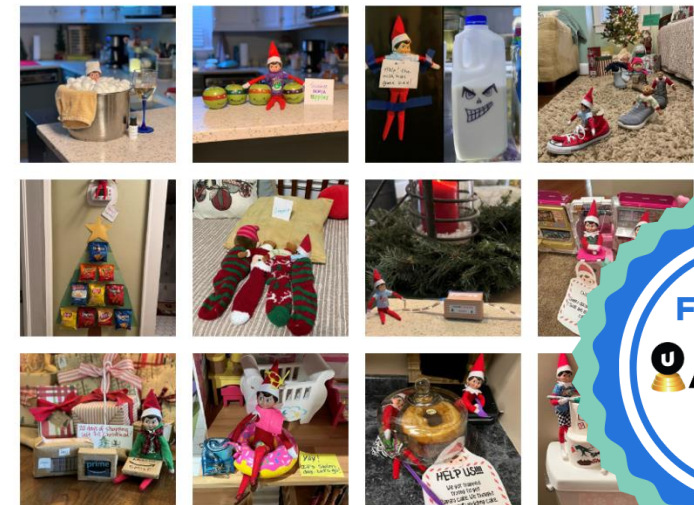
Enter: 12/9 - 12/30!

Winner Contacted: 1/1

Already Entered?

Search

The Promotion has Ended



Case Study

Merry Movie Matchup

Sheridan Media | Sheridan, WY

- Voting bracket to crown the best holiday movie
- Collaborated with on-air talent to encourage audience to participate
- Sponsor: ProSource Hydration
- Prize: 3 Meyer's IV cocktails from ProSource Hydration
- **Revenue: \$2,500**



VOTE NOW IN OUR MERRY MOVIE MATCHUP!

Cast your vote to see your favorite holiday movie crowned winner of this jolly bracket challenge! Once you vote, you will be entered in to a random drawing sponsored by ProSource Hydration IV Clinic.

ProSource Hydration is bringing all the good tidings and gifting **ONE LUCKY WINNER 3 Meyer's IV cocktails!**

Be sure to tune in to Good Morning Basin, where we will announce the results of the bracket, on Monday, Dec. 23rd.

*Winner MUST be 18 year or older to claim the prize.

Already Voted?

Voting has ended

FINAL



Case Study


Savor the Season SweepSteaks

USA Today

- Sweepstakes to win a 12-month steak favorites club membership (\$1,500 value)
- Sponsor: Steak company
- Included extra chances for following sponsor Facebook page
- **Revenue: \$20,000**
- Resulted in 1800 individual sales x \$90 average sale = **Advertiser ROI: \$162,000**
- Ran the same sweepstakes in the Spring after the success of this one!



You could win steak for a year!
The winner will be awarded their prize in the form of our **12 Month Steak Favorites Club!**
This is a \$1,500 value!



Email Required

First Name Required

Last Name Required

Street Address Required

City

State
-- Select One --

Postal Code

Promotion eligibility may depend on location. Only open in USA.





National Sweepstakes



This is **YOUR** contest to run with the
perk of a national cash prize

National Sweepstakes

- Included in your license!
- Prize provided by Second Street
- Generate revenue
- Database growth
- Capture zero party data
- Audience engagement
- Fully customizable!



\$15,000 National Sweepstakes

November 3, 2025 - December 9, 2025

A landing page for the "Christmas of a Lifetime" sweepstakes by Shield Exteriors. The top section has a red background with a photo of Santa Claus on a red scooter carrying gifts. The Shield Exteriors logo is in the top right, with the tagline "The Roofing Experts". The title "Christmas OF A Lifetime" is in a large, stylized font, with "\$15,000 CASH" on a yellow ribbon below it. The bottom section has a green background and contains an email input field with "Email" and "Required" labels. Below the field is a consent statement: "By clicking the button below, I agree to the Terms of Service, Privacy Policy, and Rules". A "CONTINUE >" button is at the bottom of the green section. The footer includes social media icons for Facebook, Twitter, and Email, and links to "Terms of Service", "Privacy Policy", and "Rules". It also states "Powered by Second Street".

Shield EXTERIORS
The Roofing Experts

Christmas
OF A
Lifetime

\$15,000 CASH

Email Required

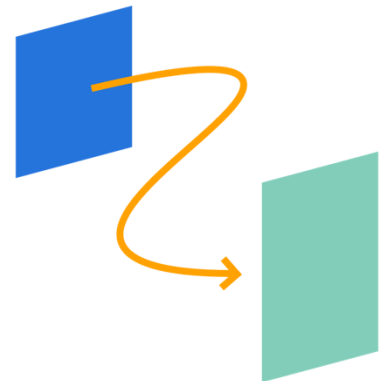
By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >

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

[Terms of Service](#) [Privacy Policy](#) [Rules](#)

Powered by Second Street





This is **YOUR** contest to run with the
perk of a national cash prize

The Value Proposition

Drive leads for ROI

Prizes bring big engagement

Measurable & Trackable

Targets core demographic

Customizable

Database growth

Capture audience data

Advertisers to Target

Real Estate

Financial

Healthcare

Home Services

Grocery

Insurance


Education

Case Study

AARP Fighting Fraud Month

WGN-TV | Chicago, IL

- Goal to educate seniors about fraud and AARP's services including free fraud hotline
- Local Prize: \$450 Walgreens Gift Card
- 3,861 Entries
- 1,019 opted in for more information from AARP
- Station Opt-ins
 - 52 Birthday Club
 - 162 Medical Watch
 - 51 promotions
 - 48 Daytime Chicago
 - 45 Morning News
- **Revenue: \$50,000**



CHICAGO'S VERY OWN
WGN9

AARP
Illinois
FIGHTING
FRAUD
MONTH CONTEST

Go to wgn9.com/contests to enter

WINNER
Second Street
AWARDS
2024

ENTER THE WGN-TV AARP FIGHTING FRAUD MONTH CONTEST FOR YOUR CHANCE TO WIN A \$450 GIFT CARD TO WALGREENS! ONE LUCKY WINNER MAY TAKE HOME A \$5,000 NATIONAL PRIZE.

Learn how to spot and avoid fraud so you may protect yourself and your family. Learn how AARP can help. Connect with tips, tools, helpline & other reliable resources. If you've been targeted by scams or fraud, you are not alone. Their trained fraud specialists provide support and guidance on what to do next and how to avoid scams in the future.

The AARP fraud helpline, 877-908-3360, is free and available to anyone. They also offer online support sessions for further emotional support. For more info go to: <https://www.aarp.org/money/scams-fraud/about-fraud-watch-network/>

(Enter from Monday, July 29, 2024, through Tuesday, August 27, 2024, at midnight. One winner will be chosen at random on Wednesday, August 28, 2024, at 9am.)

Email Required

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

CONTINUE >

Case Study

Cartful of Cash

WGN Radio | Chicago, IL

- Featured on the WGN Radio's Home Improvement segment
- Rolled into annual buy with 20% lift in YOY spend
- ~1,000 sponsor opt-ins
- Rhino Cart saw a spike in orders of **\$30-\$40K**
 - Customers were saying 'I heard about you on WGN Radio'



That's a cartload of cash!

Enter to win a Rhino Cart All-Terrain Mover - and a chance at a \$5,000 national cash prize!

Rhino Cart is the most rugged all-purpose moving dolly on the market. The patented design takes on uneven surfaces and unplanned obstacles while carrying loads up to 2,000 pounds. Rhino Cart - moving just got easy. See more at rhinocart.com.

Email

Required

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

CONTINUE >



Case Study

Hometown Shopping Sweepstakes

Sheridan Media | Sheridan, WY

- Focused on shopping local
- 4 local prize bundles of gifts from local retailers totaling \$1,000 each
- Opt-ins for 2 title sponsors
- Lead-gen questions
 - Are you looking to finance an auto or home?
- **Revenue: \$9,000**



Hometown Shopping Sweepstakes!
Enter Now thru December 10th!

Each winner will get up to \$1,000 in prizes from local retailers!

CAMPSCO
FEDERAL CREDIT UNION

ERA Carroll Realty
REAL ESTATE CO., INC.

FINALIST
Second Street
AWARDS
2024

The poster features a group of children and a dog looking out a window at a Christmas display. The background is a blue gradient with a white star in the top right corner.

Case Study

Rev Up for Your Chance to Win 15K

Lakeland Media | Wilmar, MN

- Sponsor: Local car dealership
- Lead-gen questions:
 - Are you planning on purchasing a car in the next 2 months? If so, would you like someone from Schwieters Chevrolet to contact you?
 - 30+ real leads for sponsor
- Revenue: \$4,400



National Sweepstakes 2025 Calendar

Q1 \$5,000 Sweepstakes

Monday January 27, 2025 -
Tuesday February 25, 2025

Q2 \$5,000 Sweepstakes

Monday April 21, 2025
Tuesday May 20, 2025

National Sweepstakes Value Proposition

- Alignment with our media company's goals
- Annual engagement and ownership across all campaigns' all year long
- Opportunity to gather consumer data through questions (2 questions per contest) can ask throughout the year to understand intent, behavior, demographic info
- Opt-ins for your business to grow your database
- Robust promotions campaign to drive traffic to your brand front and center
- Opportunity to include local prizes for products and/or services
- Include coupons on the 'Thank You' email

Get the Kit!



National Sweepstakes Production Specs

The National Sweepstakes are national promotions open to all Second Street partners in the United States and Canada (excluding Quebec) who license Contests. One winner per National Sweepstakes will receive the respective prize, paid for by Second Street. Be sure to sell to local sponsors and include local prizes to generate revenue for your media company and even more engagement from your local audience. Take advantage of this big opportunity to drive revenue and grow your database! **Acceptable Image Types: jpg, jpeg, png, gif**

1. Prize & Details Text

Be sure to include your sponsors and your local prizes in this area. Plus, hyperlink the text to your sponsors' websites.

2. Sponsor Logo

Include clickable logos linking to your sponsors' websites
Rec. size: 200x500px transparent .png

3. Lead-gen Questions

Don't forget you can offer additional value to your sponsors by including a custom lead gen question on the entry form.

4. Facebook Like Box

Optional Facebook Like Boxes can help grow your and your sponsors' social following.

5. Social Sharing Buttons

Customize the text and images for social sharing to incorporate your sponsors' name and branding.

6. Email Opt-In

Be sure you include email opt-ins for your media company's database as well as your sponsor's. (Plus, it's required if you plan on emailing those leads in the future).

7. Thank-You Coupons

You can also include offers or coupons from your sponsors on the thank-you page and send in a thank-you email, these are both fantastic ways to offer additional value to your sponsors!
Rec. size: 300x200px

8. Invite & Thank-You Emails

Feature your sponsors in all contest emails. Consider a clickable link to their website as well as special offers or coupons from the sponsors. These emails will go out to both invite your database to participate and also thank users for entering!
Rec. size: 800x500px

Q4 \$15,000 Sweepstakes

Contest Run Dates: November 4, 2024 - December 10, 2024

Generate leads with this 5-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 \$15,000.

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 \$15,000 sweepstakes
- Sponsor logo on promotional elements (print, digital, social, and email) during the 5-week campaign
- Digital
 - 50K run-of-site impressions (for your business) on newspaper.com during 5-week campaign
 - 25K run-of-site impressions to promote contest on newspaper.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
 - 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
 - Quarter-page print ad (for your business) to run two times per week for 5 weeks (10 times)
 - Quarter-page print contest promotional ad to run one time per week for 5 weeks (5 times)
- 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: \$15,000

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

RUN DATES: November 4, 2024 - December 10, 2024

VALUE: \$XXXX

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

National Sweepstakes Advertisers to Target

Sell ALL 4 to One Advertiser

- Financial
- Insurance
- Grocery
- Healthcare

Q1 \$5,000 Sweepstakes (Car Payments for a Year)

- Automotive
- RV Dealers

Q2 \$5,000 Sweepstakes (Home Improvement Giveaway)

- Banks, Credit Unions
- Mortgage Lenders
- Contractors
- Landscapers
- Pool, Spa
- Roofers

National Sweepstakes Database & Revenue Goals

Revenue Goals

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

Mid-Size Market

Target 375 opt-ins per sweepstakes

Large Market

Target 500 opt-ins per sweepstakes

2026 National Sweepstakes

US and *Canadian Partners

\$5,000 Sweepstakes

January

\$5,000 Sweepstakes

April

\$5,000 Sweepstakes

July

\$15,000 Sweepstakes

November

*Excludes Quebec




Your Q4 Plan

Q4 Promotions Calendar

Campaign Idea	Q4 Revenue
Pro Football Pick'em	\$8,000
Fall Photo Contest	\$4,000
Q4 \$15K National Sweeps	\$5,000
Multi-Advertiser Holiday Giveaway	\$15,000
Holiday Bracket	\$3,000
TOTAL	\$35,000



Resources


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How to Maximize Promotions Revenue in the Back Half of the Year

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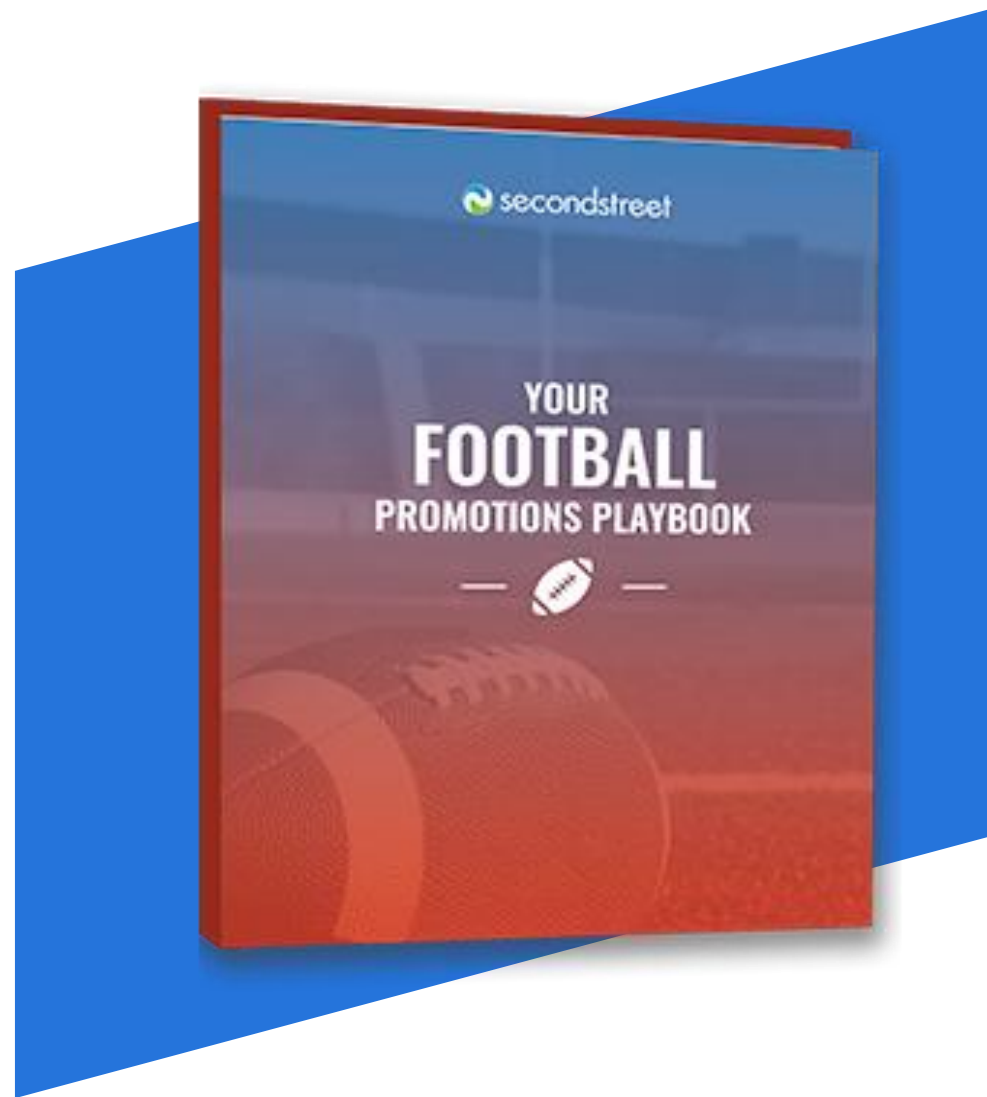
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2025 Second Street Awards
NOW!**



<https://secondstreet.secondstreetapp.com/Second-Street-Awards-Nominations-2025/>



Thank you!



Julie Foley

Senior Customer Success Manager
jfoley@uplandsoftware.com



Matt Hummert

Customer Success Manager
mhummert@uplandsoftware.com



Kristen Wehe

Customer Success Manager
kwehe@uplandsoftware.com