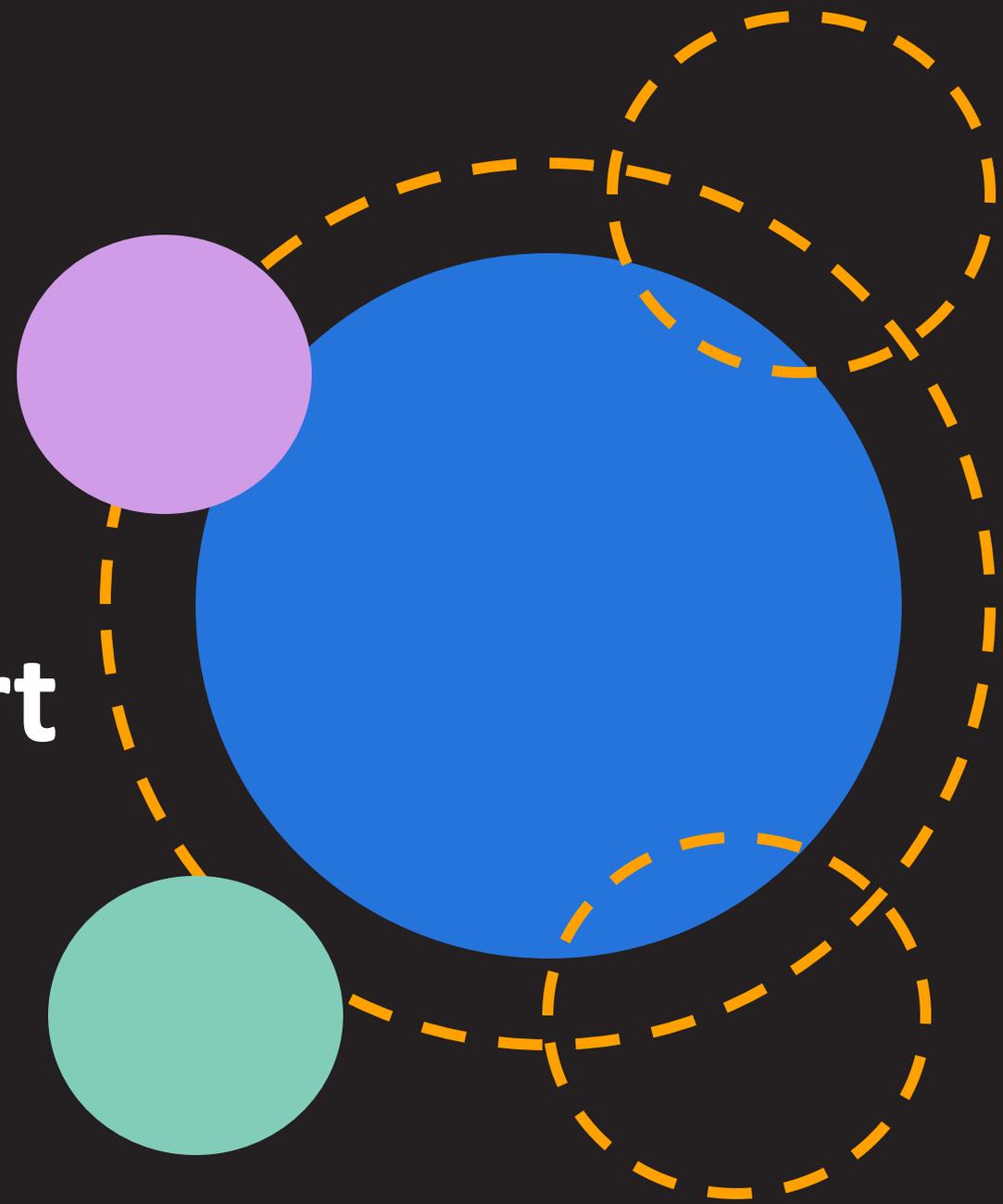




# Promotion Ideas to Start Strong in 2026



# Welcome!



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# Themes to Target for Q1

**National Sweepstakes**

**Seasonal Lead-Gen**

**College Basketball**



# National Sweepstakes

# National Sweepstakes

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



# \$5,000 National Sweepstakes

January 26, 2026 - February 24, 2026





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

## Car Payments for a Year

Idaho State Journal | Pocatello, ID

- Sponsor: Oral Surgery Specialists
- Nearly 800 sponsor opt-ins
- Went on to sponsor more national sweeps
- **Revenue: \$205,000 across entire chain**
  - APG created an initiative for all markets to run national sweepstakes
  - They saw huge revenue and several repeat sponsors



Email Required

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

Enter for your chance to win Free Car Payments for a year \$5,000 prize!

**Entries accepted**  
Monday, January 29, 2024 through Tuesday, February 27, 2024



## 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 2026 Calendar

### Q1 \$5,000 Sweepstakes

Monday January 26, 2026 -  
Tuesday February 24, 2026

### Q2 \$5,000 Sweepstakes

Monday April 20, 2026  
Tuesday May 19, 2026

## National Sweepstakes Value Proposition

- Alignment with our media company's marketing strategy
- 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 information
- Opt-ins for your business to grow your email list
- Robust promotions campaign to drive 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 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 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. **Remember, you can style the design any way you'd like! We provide design that you can adjust or completely update.**

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 Follows

Optional Facebook follows 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

The screenshot shows a sweepstakes entry form with the following elements:

- 1:** Entry form fields (Email, First Name, Last Name, Postal Code, Birthdate, Gender, Lead-Gen Question 1, Lead-Gen Question 2).
- 2:** Sponsor logo area.
- 3:** Social sharing buttons.
- 4:** Facebook follow button.
- 5:** Email opt-in checkbox.
- 6:** Thank you message and coupon area.

## Q1 \$5,000 Sweepstakes

Contest Run Dates: January 26, 2026 - February 24, 2026

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. Local prizes can be added by local sponsors.

### BENEFITS OF BEING A SPONSOR:

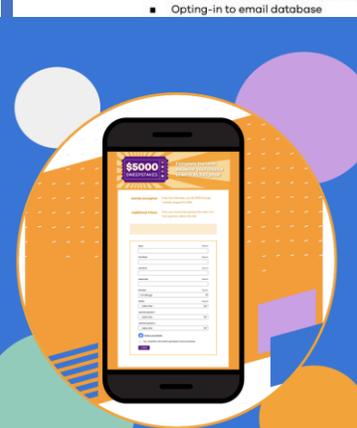
- Multimedia campaign to build brand awareness and engagement with your target audience
- Generate qualified leads for your business
- Grow your email database
- Gather data on your potential customers
- Drive traffic to your website

### SPONSORSHIP PACKAGE:

- Exclusive sponsorship of \$5,000 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 newspaper.com during 4-week campaign
  - 25K run-of-site impressions to promote contest on newspaper.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

## Second Street (Client Name)

## Real Results: Leads, Data, Revenue



## National Sweepstakes Database & Revenue Goals

### Revenue Goals

#### Mid-Size Market

#### Large Market

Contest	Mid-Size Market	Large Market
Q1 \$5,000 Sweepstakes:	\$10,000	\$20,000
Q2 \$5,000 Sweepstakes:	\$10,000	\$20,000
Q3 \$5,000 Sweepstakes:	\$10,000	\$20,000
Q4 \$15,000 Sweepstakes:	\$20,000	\$30,000

### Database Goals

#### Mid-Size Market

#### Large Market

Target 375 opt-ins per sweepstakes	Target 500 opt-ins per sweepstakes
------------------------------------	------------------------------------

# 2026 National Sweepstakes

US and \*Canadian Partners

\$5,000 Sweepstakes

Q1

Jan 26 – Feb 24

\$5,000 Sweepstakes

Q2

Apr 20 – May 19

\$5,000 Sweepstakes

Q3

Jul 27 – Aug 25

\$15,000 Sweepstakes

Q4

Nov 2 – Dec 8

\*Excludes Quebec



# Seasonal Lead-Gen

# Seasonal Lead-Gen

- Attracts and engages the advertiser's target audience
- Captures relevant data that will qualify leads
- The best lead-gen promotion types are:
  - Sweepstakes
  - Quizzes
  - Photo Contests

**GoSolar**  
**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 >**

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

-- Select One --

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

-- Select One --

# The Value Proposition

**Drive leads for ROI**

Prizes bring big engagement

Measurable & Trackable

Targets core demographic

**Customizable**

Database growth

Capture audience data

# Ideas for Q1 Spenders

Healthcare

Restaurants

Jewelers

Fitness

Local Attractions

Grocery

Home Services

Travel/Hospitality

Bars/Spirit Shops

Automotive

Specialty Boutiques

# Seasonal Ideas

**New Years**

**Heart Health**

**Valentine's Day**

**Black History Month/MLK Day**

**Mardi Gras**

**St. Patrick's Day**

**Spring Break**



# INCLUDE AN OPT-IN FOR YOUR SPONSOR!

(and lead-gen questions)

## Case Study

### New Year New Closet

WGN-TV | Chicago, IL

- \$5,000 Closet Makeover
- Sponsor: Closets By Design
- 1,014 special offers from Closets By Design
- Sold to existing advertiser
- **Revenue: Additional \$20K** on top of current ad buy

National  
Sweepstakes!



Win a \$5,000 closet makeover by  
*Closets by Design!*

Enter the *WGN-TV New Year New Closet Contest* for your chance to win a custom closet makeover valued at \$5,000! Imagine transforming your cluttered space into a beautifully organized haven tailored to your unique style and needs. Our expert designers will collaborate with you to create a functional and aesthetically pleasing closet that maximizes your space and simplifies your life.

# Case Study

## Southcoast Health 2025 Heart Healthy

*The Standard Times* | New Bedford, MA

- Sponsor: Local Health Center
- Prize: \$200 gift card
- 250+ entries
- 100+ sponsor opt-ins

Southcoast Health

FIND A DOCTOR

Southcoast Health  
Heart & Vascular

**HEART HEALTH QUIZ**

TEST YOUR KNOWLEDGE

**Take the Heart Healthy Quiz  
and Enter to Win \$200 Visa Card!**

Answer the questions below and register and you could win!

Question 1 of 10

1. What is the normal resting heart rate for adults?

50-60 bpm

60-100 bpm

90-110 bpm

## Case Study

### Valentine's Day Giveaway

WKTV-TV | Utica, NY

- Sweepstakes two \$50 Gift Cards
- Sponsor: Local Wine & Liquor stores
- 685 sponsor opt-ins
- **Revenue: \$5,200**



## Case Study

# Chattanooga Black History Quiz

Chattanooga Times Free Press | Chattanooga, TN

- Personalized black history quiz to their area
  - Highlighted key and prominent figures that impacted the city they all know and love today
- Used for content and list growth
- 260+ new opt-ins for our various newsletters
  - Newsletters are a vital part of overall business strategy



How much do you know about Black history in Chattanooga?



1. Before closing in 1985, this popular hotel was a cultural hub for Black entertainers to stay at when they visited the Chattanooga area for performances.

- The Martin Hotel
- The Lindon Hotel
- The Chatt Town Hotel
- The Jazz Inn
- The Martin Hotel
- The Lindon Hotel
- The Chatt Town Hotel
- The Jazz Inn

Morning Update: Sign up for the most important news stories to help keep you informed about where you live. Delivered seven days a week at 6 a.m.

Good Day, Chattanooga!: Sign up for this upbeat newsletter to help start each weekday at 9 a.m. on a positive note with a roundup of the region's latest news on culture, entertainment, photography and more.

Breaking News: Sign up and we'll send you breaking news email alerts covering major news stories as they unfold.

Sports: Sign up for daily sports highlights from the region, including Jay Greason's 5-at-10 column and features from our award-winning Times Free Press sports writers.

Sports Betting: Sign up to receive Times Free Press columnist Jay Greason's picks for the top games of that night and the week ahead. Delivered weekdays at 5 p.m.

Business: Sign up for business news delivered Monday-Friday at 6 a.m. that provides you with all the information you need to keep a leg up on Chattanooga's evolving business landscape.

Evening Update: Sign up for the most important news stories of the day about the Chattanooga region. Delivered Monday through Friday at 7 p.m.

# People's Choice Mardi Gras

American Press | Lake Charles, LA

- Mardi Gras Ballot
- Included category sponsors
- 5,000 nominations
- 186 new opt-ins for newspaper

« **Best Event Center** »

What is the best event center to hold Mardi Gras balls?

SPONSORED BY



**MOSS BLUFF EVENTS**

At Moss Bluff Events, we believe in the power of personalization.

- Customizable Venue • Outdoor Entertainment Area • Ballroom
- Bridal Suite • Plenty Of Parking

Our venue is perfect for weddings, family reunions, birthday parties & much more.

222 US-171, Lake Charles • 337-321-8213

Visit our website to book your next event!



WINNER

Burton Coliseum

## — People's Choice Mardi Gras of Southwest Louisiana

Already Entered?



# Case Study

## 2025 Bergen County St. Patrick's Day Parade

NorthJersey.com | Little Falls, NJ

- Sponsor: Local Pub
  - 5 gift card winners
- Promoting local county parade
- Also promoting their dining newsletter
  - Used extra chances for signing up
- Contest and emails linked to the live stream of the parade



**Enter to win a \$25 gift card to Tommy Fox's Public House. We'll pick five winners!**

NorthJersey.com brings you the Bergen County St. Patrick's Day Parade on Sunday, March 16. We'll be streaming live from downtown Bergenfield. Visit [northjersey.com/watchparade/](http://northjersey.com/watchparade/) But the fun starts before the parade. Enter for a chance to win a \$25 gift card to Tommy Fox's Public House by signing up for the North Jersey Eats newsletter.

**North Jersey Eats**

Be sure to watch our livestream of the parade!  
Visit [northjersey.com/watchparade/](http://northjersey.com/watchparade/) for more details.

**Email** Required

**First Name** Required

**Last Name** Required

**Street Address** Required

**City** Required

**State** Required

-- Select One --

**Postal Code** Required

Promotion eligibility may depend on location of entrant. Contest only open in USA.

**Phone** Required

Will be used to contact winners or as otherwise described in the rules.

**Yes, I would like to be invited to participate in future promotions**

NO PURCHASE NECESSARY. Open to legal residents of the U.S.; must be 18 years of age or age of majority in your state at time of entry. Taxes are winner's sole responsibility. For Official Rules and promotion start and end dates please click [HERE](#).

**SUBMIT**

# Case Study

## Recharge and Relax: Post-Spring Break Getaway

USA Today | New York, NY

- Sponsor: DEL Brands
- Prizes: Family Prize Bundle
- 20,242 Entries
  - 3,741 users
- 1,264 sponsor opt-ins
- Lead Gen: Have you been to Franklin, North Carolina?
- Revenue: \$4,900
  - Sponsor is now spending ~\$65,000/yr on multiple promotions

Need a vacation from your vacation? Visit Franklin NC Click here today to learn more!

### RECHARGE and RELAX: Post-Spring Break Getaway Giveaway

Franklin GOLF COURSE  
THE FACTORY  
Café REL  
SMOKY MOUNTAIN CENTER FOR THE PERFORMING ARTS

Have you ever been to Franklin, North Carolina? Required

-- Select One --

YES! Please send me more information, special offers and promotions from DEL Brands.

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

Sharing enabled

Discover Franklin NC  
27,361 followers

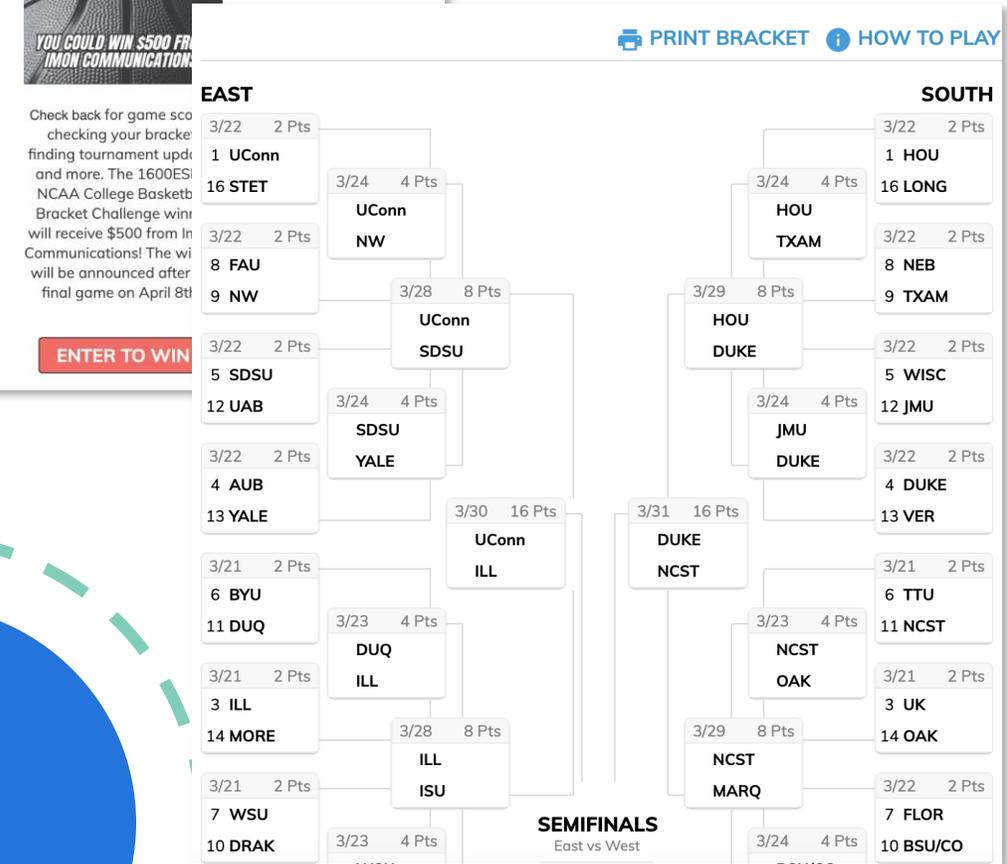
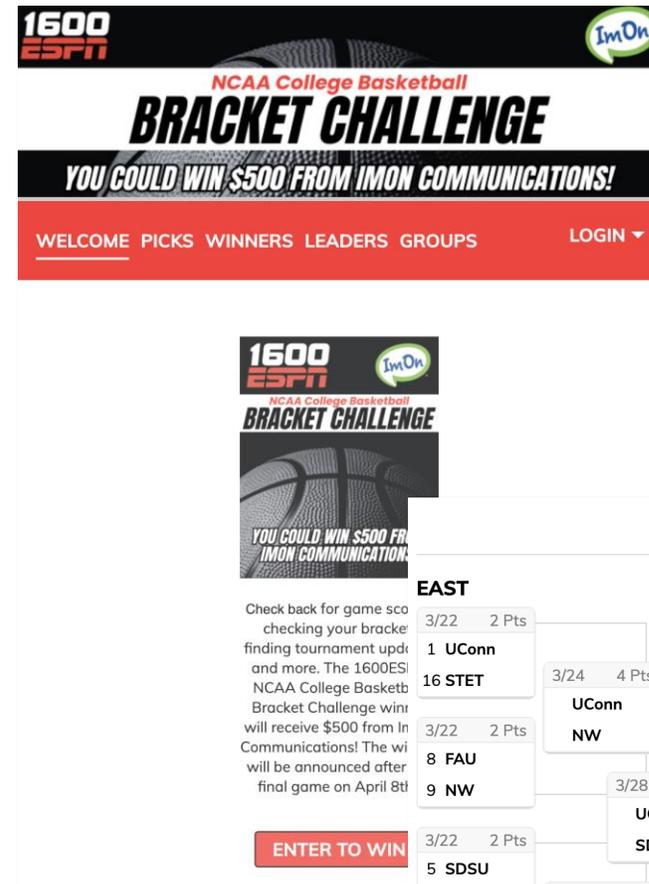
Follow Page



# College Basketball

# College Basketball Bracket

- National Contest
  - Prediction bracket where players pick who they think will win in each matchup
- National Prizes
  - Overall 64 Team/16 Team/4 Team Brackets: \$475 Visa gift card
  - Round winners (6): \$75 Visa gift card



# Value Proposition for College Basketball

**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 sports team to become VIP pickers!
- Local Prize options
- Social Media Posts
- Promotional Spots (On-Air and Digital)
- Invitation Emails



## MARCH FEVER 2025 CHALLENGE

Make your picks for each game before the tournament starts for a chance to win.

PLAY NOW



# Case Study

## Pat's Picks

WGN-TV | Chicago, IL

- Title sponsor: Hooters
- Prize: \$400 Hooters gift card
- 2,622 participants
- VIP – Morning News Sports Anchor
- **Revenue: \$15,000**

The screenshot shows the website for the 'Pat's Picks Basketball Challenge'. At the top, there is a navigation bar with links for 'WELCOME', 'MAKE PICKS', 'WINNERS', 'LEADERS', 'GROUPS', and a 'LOGIN' dropdown. The main content area features a 'BASKETBALL BRACKET CHALLENGE' section with a 'PLAY NOW' button and social media icons for Facebook, Twitter, and Email. Below this is a section titled 'SHOW OFF YOUR TOURNAMENT KNOWLEDGE AND COMPETE AGAINST OUR VIPS', which displays a profile for Pat Tomasulo, a WGN Morning News Sports Anchor, with a score of 152 and a 'COMPARE PICKS' button.

**BASKETBALL CHALLENGE**  
**PAT'S PICKS**  
SPONSORED BY **HOOTERS**

[WELCOME](#) [MAKE PICKS](#) [WINNERS](#) [LEADERS](#) [GROUPS](#) [LOGIN](#)

**BASKETBALL BRACKET CHALLENGE**

Can you out-pick Pat? Make your picks for each game before the tournament starts for a chance to win.

[PLAY NOW](#)

[f](#) [X](#) [✉](#)

**SHOW OFF YOUR TOURNAMENT KNOWLEDGE AND COMPETE AGAINST OUR VIPS**

  
Pat Tomasulo  
WGN Morning News Sports Anchor  
Score: 152

[COMPARE PICKS](#)



EXPAND your reach & GROW revenue  
with MORE basketball promotions

# College Basketball Bundles

- College Basketball Bracket
- Ticket giveaway
- Quizzes
  - [What Kind of College Hoops Fan Are You](#)
  - [College-Hoops Last Four Trivia](#)
  - [Which Stadium Food Are You](#)
- Voting Bracket
  - Specific to your audience interests



## BASKETBALL BRACKET CHALLENGE - BROUGHT TO YOU BY FAREWAY MEAT & GROCERY

Make your picks for each game before the tournament starts for a chance to win.

PLAY NOW



BIG TEN MEN'S SCHEDULE			
Session 1 <small>[First round]</small>	Wednesday, March 12, 2025	3 games	Game 1: 3:30 PM Game 2: 25 mins after Game 1 Game 3: 25 mins after Game 2
Session 2 <small>[Second round]</small>	Thursday, March 13, 2025	2 games	Game 4: 12:00 PM Game 5: 25 mins after Game 4
Session 3 <small>[Second round]</small>	Thursday, March 13, 2025	2 games	Game 6: 6:30 PM Game 7: 25 mins after Game 6
Session 4 <small>[Quarterfinal]</small>	Friday, March 14, 2025	2 games	Game 8: 12:00 PM Game 9: 25 mins after Game 8
Session 5 <small>[Quarterfinal]</small>	Friday, March 14, 2025	2 games	Game 10: 6:30 PM Game 11: 25 mins after Game 10
Session 6 <small>[Semifinal]</small>	Saturday, March 15, 2025	2 games	Game 12: 1:00 PM Game 13: 25 mins after Game 12
Session 7 <small>[Championship]</small>	Sunday, March 16, 2025	1 games	3:30 PM

Register to win 2 tickets for the Big Ten Men's Basketball Tournament Sessions 6-7 (semifinals and championship) on March 15-16 at Gainbridge Fieldhouse from WISH-TV!

Email  Required

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

CONTINUE >

# Basketball Ideas



Join the Basketball Craze and WIN at Gecko's. Enter to win a \$50 Gift Card to Gecko's Grill & Pub.



Email  Required

First Name  Required

Last Name  Required

Street Address  Required

City  Required

State  Required

Postal Code  Required

Phone  Required

Favorite Geckos location?  Required

Favorite Wing Flavor?  Required

Who will we see in the Championship game?  Required

Who is your prediction for the winning team?  Required

When you dine at Gecko's, do you dine:  Required

Yes, I would like to be invited to participate in future promotions

NO PURCHASE NECESSARY. Open to legal residents of the U.S. must be 18 years of age or age of majority in your state at time of entry. Taxes are winner's sole responsibility. For Official Rules and promotion start and end dates please click [HERE](#).



Nominate your favorite high school Basketball Team and you'll be entered to win 4 Tickets to an Indiana Pacers game!

Email  Required

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



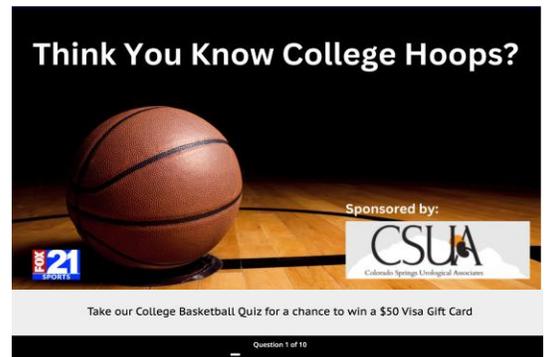
In celebration of the excitement of March, Chick-fil-A Southern Pines is hosting the **Mobile Mutt Madness Photo Competition!** We want to see the cutest, most lovable pet photos you can share, especially as they're going through the drive thru at Chick-fil-A.

Whether they're napping, playing, or just being their adorable selves, we want to see them all! Share your pet's photo for a chance to win a **\$50 Gift Card** to Chick-fil-A Southern Pines!

The photo with the most votes will also be featured in **The Pilot** newspaper on Sunday, March 30! Don't miss your chance to showcase your furry friend's cuteness—submit your photo today!

Voting starts as soon as your photo is approved (usually within 1 business day) and will stay open until 11:59 pm on Thursday, March 27th.

Already Entered?  Search



1. 1. In what year did the first NCAA Men's Basketball Tournament take place?

1395	1939	1942	1950
------	------	------	------

## Case Study

# Piggly Wiggly Best of Basketball

AL.com

- Sponsor: Piggly Wiggly
- Prize: QuietKat All-Terrain E-Bike
- Run during college basketball
- ~ 1,000 sponsor opt-ins
- 193 downloaded the Pig Bham app
- 363 liked The Pig Bham FB Page
- 337 followed The Pig Bham on Instagram
- Piggly Wiggly is now a recurring advertiser due to the return they received
- **Revenue: \$5,000**



**ENTER TO WIN**

**QUIETKAT**  
ELECTRIC BIKE  
Powered by  
**POWERADE** and  
Coca-Cola United

Value \$1,900



**piggly wiggly**

Piggly Wiggly is down home, down the street, and ready for the BEST in college basketball!! To celebrate, The Pig Bham, Powerade, and Coca-Cola United are giving away a QuietKat All-Terrain Powerade Branded E- Bike valued at \$1,900.

ENTER NOW through April 6th. We will announce the winner on The Pig Bham Facebook page on Friday, April 7<sup>th</sup>.

GOOD LUCK from The Pig Bham - Celebrating 45 years of Serving your Community!

Want additional entries?

- Download ThePigBham app for 2 extra entries
- Follow ThePigBham on Instagram for 1 extra entry
- Like ThePigBham on Facebook for 1 extra entry
- Follow ThePigBham on Twitter for 1 extra entry
- Opt-in to ThePigBham weekly e-newsletter 1 extra entry

Email Required

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

**CONTINUE >**

# Bracket Ideas

**BEAST MODE**  
*bangers*

Vote for the best workout songs of all time

BRADSHAW & BRYANT PLLC

Beast mode BANGERS! What are the best workout songs of all time? Vote NOW and you could win \$250 thanks to the Law Offices of Bradshaw and Bryant!

Already Voted? Voting has ended

FINAL

"Push It" - Salt-n-Pepa

"Pump Up The Jam" - Technotronic

VS

Central Nebraska TODAY

**The Tournament of TREATS**

Central Nebraska's Favorite Local Ice Cream and Sweet Shops

Sponsored By **UNDENIABLE DAIRY**

Already Voted? Voting has ended

FINAL

The Pastry Case Mobile Bakery - Hastings

Smiley Sweet Cakes - Franklin

VS

**FROGGY MORGAN MADNESS**

FINAL ROUND OF YOUR BRACKET IS OPEN BELOW! 2 SONGS ARE LEFT!

EACH TIME THE BRACKET ADVANCES, A RANDOM VOTER WILL BE SELECTED TO WIN BIG - IT COULD BE YOU!

Already Voted? Voting has ended

FINAL

Last Night

VS

Thought You Should Know

VS

I Wrote The Book

Last Night

Broadcast House Media

**BARK MADNESS**

VOTE FOR THE CUTEST DOG!

Voting has ended

FINAL

Bear

Dave

VS

**MENU MADNESS**

PRESENTED BY CONTEST

Features

FOOD • FAMILY • FUN

Features in Holmen is giving you a chance to win free food every week during the Menu Madness Sweepstakes!

How to play:  
We've taken 52 food items from the Features menu and paired them up for five rounds of competition. The winning menu items in each round will advance to the next round until it is down to the last two menu items. The final round will determine the winner of the best menu item at Features in Holmen!

1. Complete the registration form and choose your favorite menu items in each level of the bracket.
2. Come back each week to choose from the winning menu items in each bracket to have a chance to win the prize for that week!

**FOR FOOD, FAMILY, AND FUN MAKE IT FEATURES IN HOLMEN!**

504 North Holmen Drive  
Holmen, Wisconsin  
608.526.3600

f t i

FINAL

Tenderloin Tips

VS

Fish Dinner

# Case Study

## Blizzard Treat Bracket Challenge

KFDX, KJTL & KJBO

- Sponsor: Dairy Queen
- Prize: \$100 Dairy Queen gift card
- Bracket with 16 Blizzards
- 530 Users
- 211 sponsor opt-ins
- 3,868 Votes
- **Revenue: \$3,000**



The graphic features the Dairy Queen logo at the top left. Below it, the text reads "THAT'S WHAT I LIKE About Texas." and "BLIZZARD® TREAT BRACKET CHALLENGE". To the right are three Blizzards in cups with red sticks. Below this, a light blue box contains the text: "What's your favorite Blizzard® treat? Make your picks today for your chance to win a \$100 Dairy Queen® Gift Card." At the bottom, a dark blue banner says "16 BLIZZARD® TREAT FLAVORS Which is your favorite?" with a "FIND YOUR DQ" button. A small "Already Voted?" link is on the left and "SPONSORED BY" is on the right.

Voting has ended

FINAL



The final bracket shows two Blizzards in cups. The left one is Butterfinger and the right one is Snickers. A "VS" icon is between them. A trophy icon is in a blue circle above the Butterfinger Blizzard.

Butterfinger  
BLIZZARD® Treat

Snickers  
BLIZZARD® Treat



# Your Q1 Plan

# Q1 Promotions Calendar

Campaign Idea	Q4 Revenue
Q1 \$5K National Sweeps	\$5,000
Seasonal Lead-Gen Giveaway	\$6,000
College Basketball Bracket	\$15,000
Custom Bracket	\$6,000
<b>TOTAL</b>	<b>\$32,000</b>



# Resources

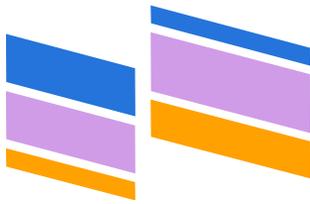


# Smashing Best Of Revenue with Ballot eCommerce

- Multi-media offering
  - Advertising within the ballot
  - Core media (print, on-air, etc.)
  - Digital
- Customize what is included in each package
- Link to PDF versions of your packages
- Put a QR code for your eCommerce site on your sales sheets

[LEARN MORE](#)





**\$5000 SWEEPSTAKES** Complete the form below for your chance to win a \$5,000 prize!

**Eligible Age Group:** 18+ (18-24), Jan 20, 2025 through Tuesday, August 26, 2025

**Additional Rules:** Enter your best price proposition into one of the four games below the link.

**Form Fields:** Name, Address, City, State, Zip, Phone, Email, Social Media (Facebook, Instagram, LinkedIn, Twitter), and a "Submit" button.

## 2026 National Sweepstakes Kit

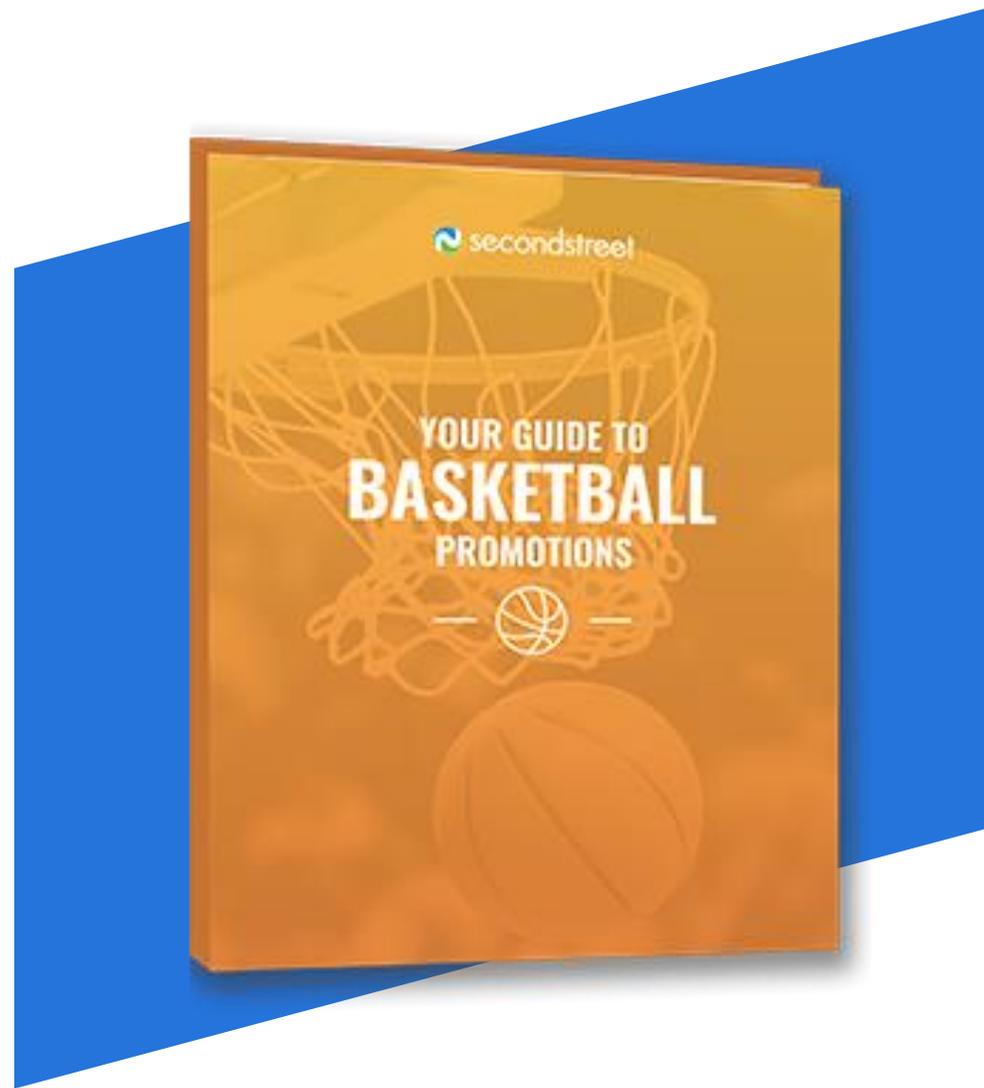
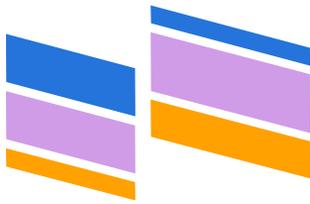
Calendar, Sample Sales Sheets, Value Proposition, Specs, and More!

 **Second Street**



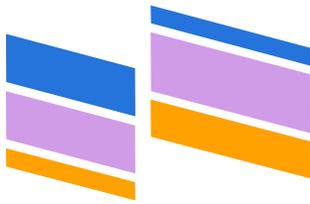
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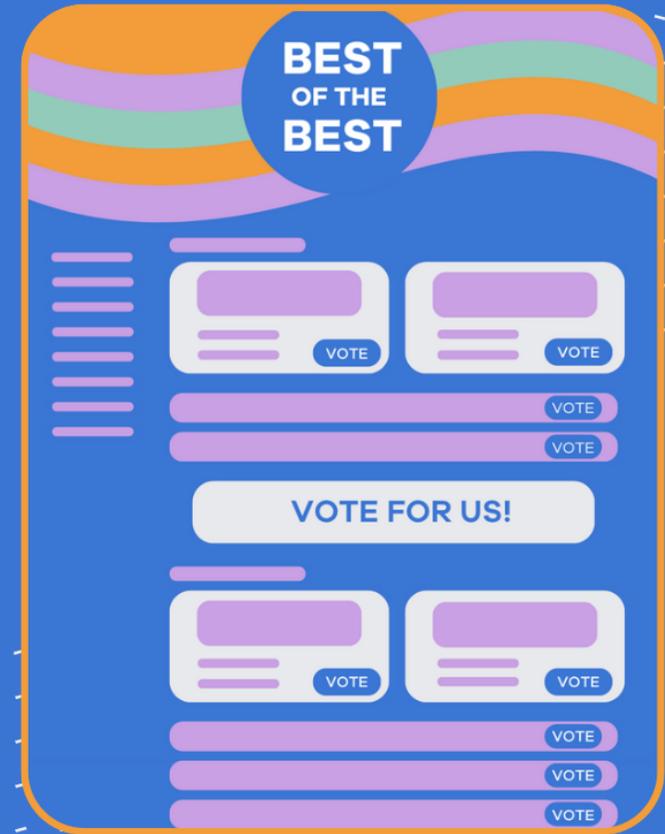


 **Second Street**

# Best Of Ballot Series 2025

Tuesday, October 28 – Thursday, October 30  
12pm CST | 1pm EST

**Save Your Seat**



<https://info.uplandsoftware.com/Best-Of-Ballot-Series-2025-Registration.html>





**Start nominating for the  
2025 Second Street Awards  
NOW!**



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



# Thank you!



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