



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

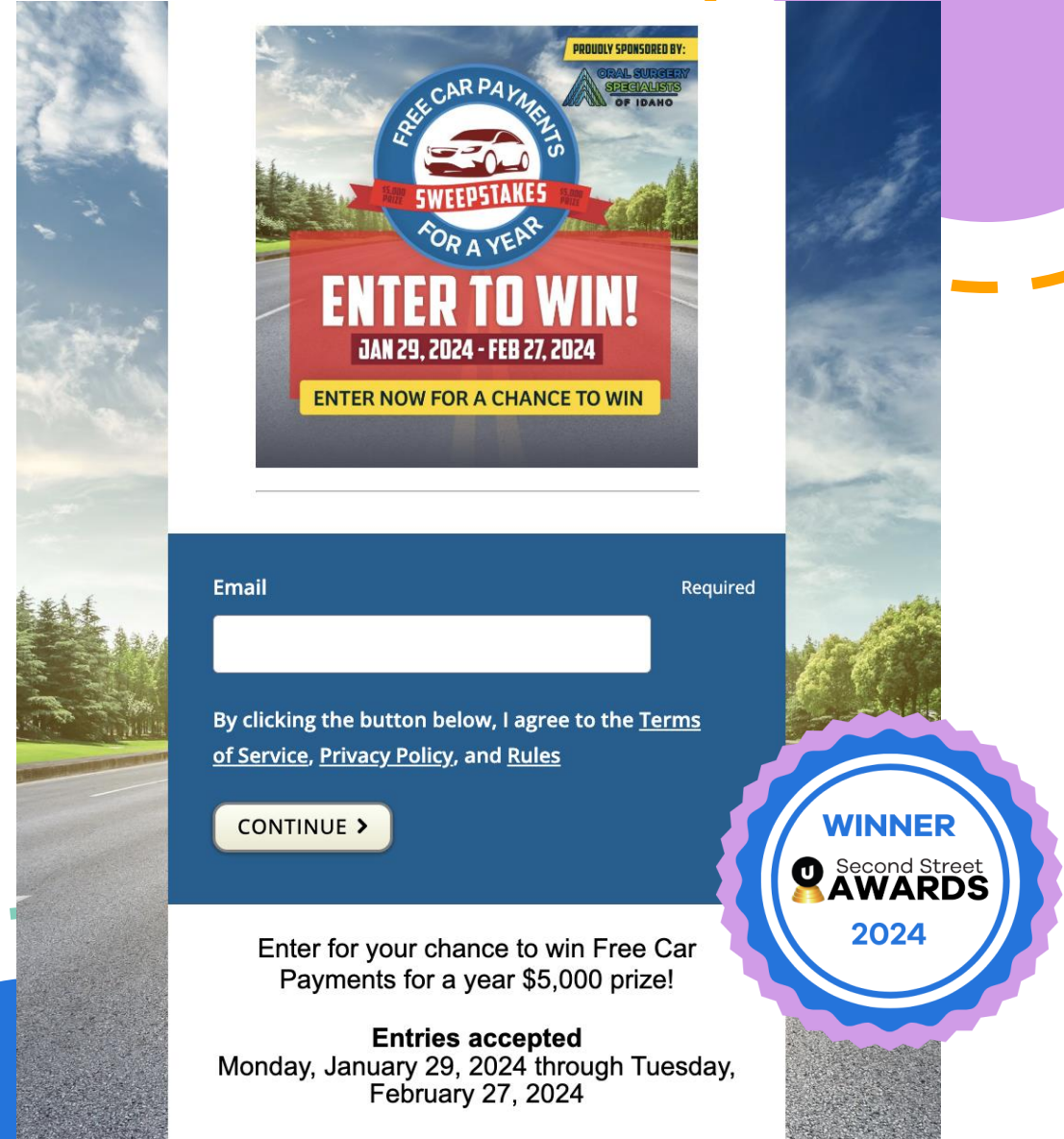
Education

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



The image shows a digital sweepstakes landing page. At the top, a banner features a blue circular logo with a white car icon and the text 'FREE CAR PAYMENTS FOR A YEAR' and 'SWEEPSTAKES'. To the right of the logo, it says 'PROUDLY SPONSORED BY: ORAL SURGERY SPECIALISTS OF IDAHO'. Below the logo, a red banner reads 'ENTER TO WIN!' and 'JAN 29, 2024 - FEB 27, 2024'. A yellow button at the bottom of the banner says 'ENTER NOW FOR A CHANCE TO WIN'. Below the banner is a dark blue form area. It has an 'Email' label and a 'Required' label. There is a white input field for the email. Below the input field, it says 'By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)'. A yellow button with a right arrow says 'CONTINUE >'. Below the form area, there is a white box with the text 'Enter for your chance to win Free Car Payments for a year \$5,000 prize!'. Below this box, it says 'Entries accepted Monday, January 29, 2024 through Tuesday, February 27, 2024'. On the right side of the page, there is a large purple and blue circular badge that says 'WINNER Second Street AWARDS 2024'.

PROUDLY SPONSORED BY:
ORAL SURGERY
SPECIALISTS
OF IDAHO

FREE CAR PAYMENTS
FOR A YEAR
SWEEPSTAKES

ENTER TO WIN!
JAN 29, 2024 - FEB 27, 2024

ENTER NOW FOR A CHANCE TO WIN

Email Required

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

CONTINUE >

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

WINNER
Second Street
AWARDS
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 goals
- Annual engagement and ownership 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 traffic to your brand front and center
- Opportunity to include local prizes for products and/or services
- Include coupons on the 'Thank You' email

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

Thank You Email

1. Prize & Details Text

2. Sponsor Logo

3. Lead-gen Questions

4. Facebook Follows

5. Social Sharing Buttons

6. Email Opt-in

7. Thank-You Coupons

8. Invite & Thank-You Emails

Get the Kit!



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 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

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**



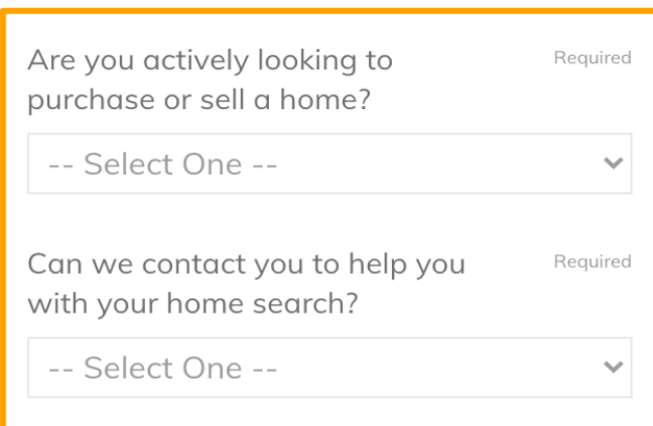
Seasonal Lead-Gen

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



The image shows a web form for a "GoSolar SOLAR PANEL GIVEAWAY". The header features the GoSolar logo and the text "SOLAR PANEL GIVEAWAY" and "ENTER TO WIN FREE ELECTRICITY FOR LIFE". The form includes input fields for "First Name" and "Postal Code", both marked as "Required". Below these is a checkbox labeled "Please email me special offers on solar panel systems" with the text "I agree to share my information with sponsors." underneath. A dashed blue box highlights a section titled "What is your average household income?" with three radio button options: "Less than \$30,000", "\$30,000 - \$50,000", and "Greater than \$50,000". Below this is another checkbox with the same text as the one above. At the bottom is a "CONTINUE >" button.



The image shows a form with two questions, each with a "Required" label. The first question is "Are you actively looking to purchase or sell a home?" followed by a dropdown menu showing "-- Select One --" with a downward arrow. The second question is "Can we contact you to help you with your home search?" followed by a similar dropdown menu showing "-- Select One --" with a downward arrow.

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!



CHICAGO'S VERY OWN
WGN9

NEW YEAR
NEW CLOSET
contest

\$5,000
Gift Card

ClosetsbyDesign

**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



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?

Question 1 of 10



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 Greeson'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 Greeson'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



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?



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

Powered by  **Second Street**

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/ 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/ 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



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

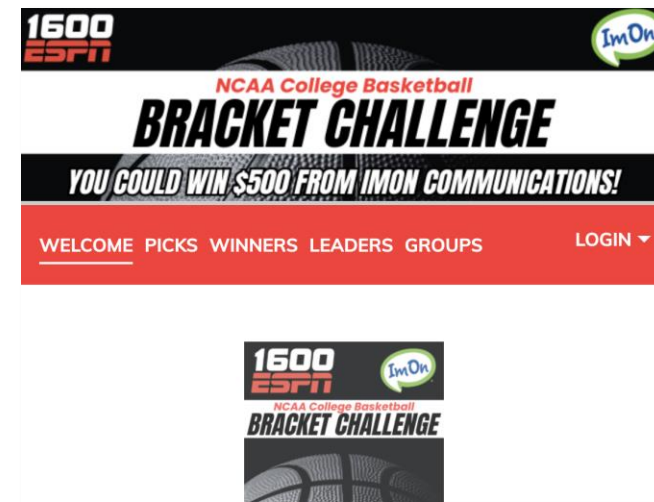
Follow Page



College Basketball

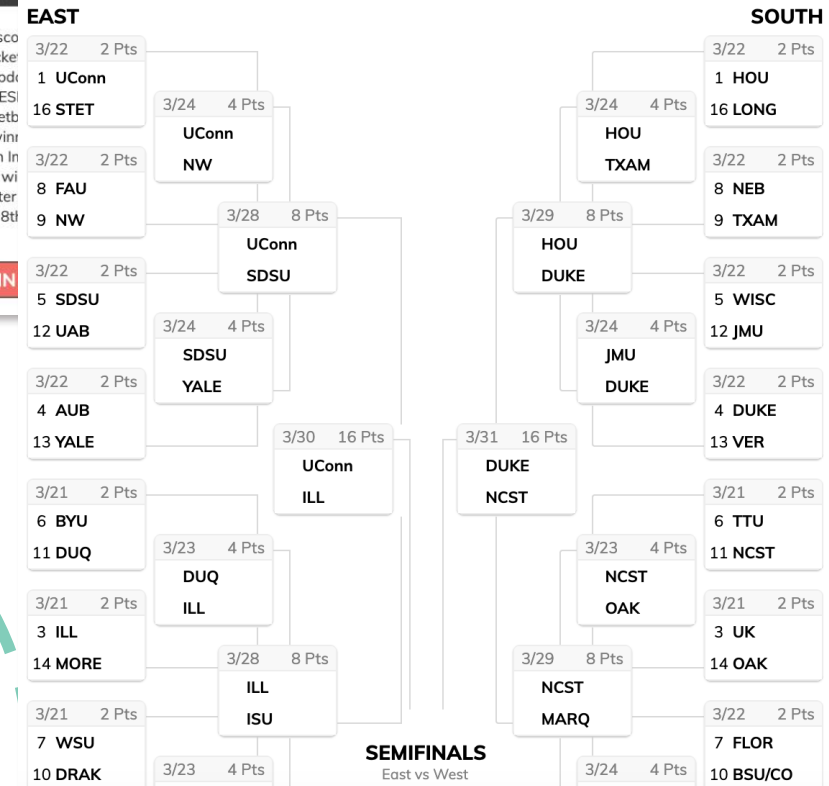
College Basketball Bracket

- 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



Check back for game scores, checking your bracket, finding tournament updates and more. The 1600 ESPN NCAA College Basketball Bracket Challenge winners will receive \$500 from Imon Communications! The winners will be announced after the final game on April 8th!

ENTER TO WIN



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

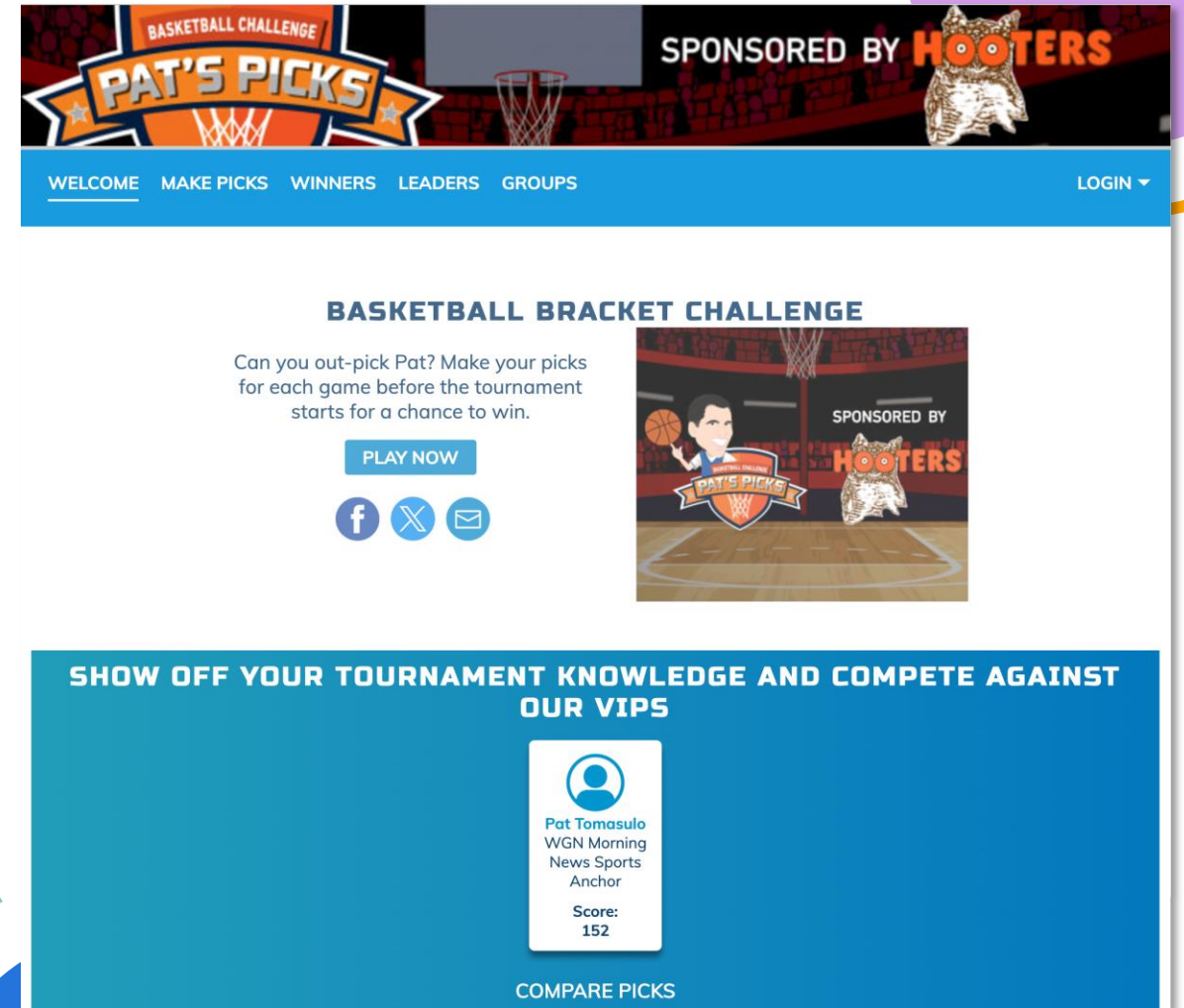


Case Study

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**

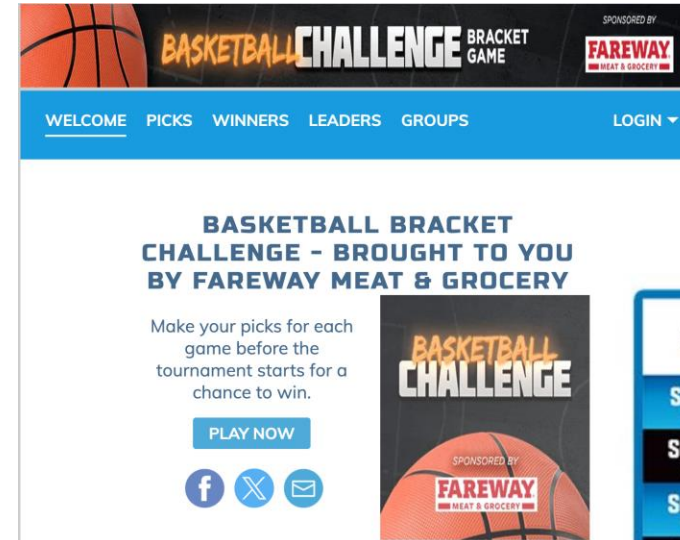




EXPAND your reach & GROW revenue
with MORE basketball promotions

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



The screenshot shows the top section of a website for a "BASKETBALL CHALLENGE BRACKET GAME". The header is blue with a basketball icon on the left and the "FAREWAY MEAT & GROCERY" logo on the right. Below the header is a navigation bar with links: WELCOME, PICKS, WINNERS, LEADERS, GROUPS, and a LOGIN dropdown. The main content area features the title "BASKETBALL BRACKET CHALLENGE - BROUGHT TO YOU BY FAREWAY MEAT & GROCERY" and a prompt: "Make your picks for each game before the tournament starts for a chance to win." Below this is a "PLAY NOW" button and social media icons for Facebook, Twitter, and Email. To the right is a basketball graphic with the "BASKETBALL CHALLENGE" logo and "FAREWAY MEAT & GROCERY" branding.



BIG TEN <i>MEN'S SCHEDULE</i>			
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

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

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

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

Gecko's Grill & Pub

☒ 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



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](#)

CONTINUE >



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



Think You Know College Hoops?



Take our College Basketball Quiz for a chance to win a \$50 Visa Gift Card

Question 1 of 10



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**



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 7th.

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

Want additional entries?

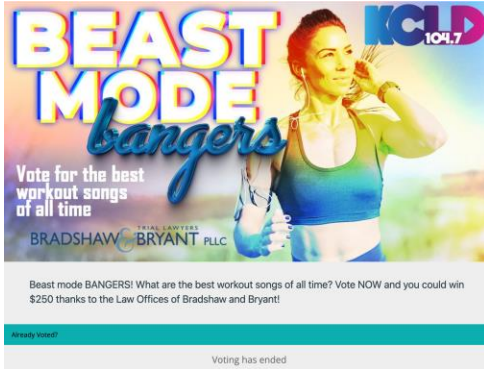
- Download ThePigBham app for 2 extra entries
- Follow ThePigBham on Instagram for 1 extra entry
- Like ThePigBham on Facebook for 1 extra entry
- Follow ThePigBham on Twitter for 1 extra entry
- Opt-in to ThePigBham weekly e-newsletter 1 extra entry

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

VS



"Pump Up The Jam" - Technotronic

Already Voted?



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

VS



Smiley Sweet Cakes - Franklin

Already Voted?



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

Already Voted?



Broadcast House Media

BARK MADNESS

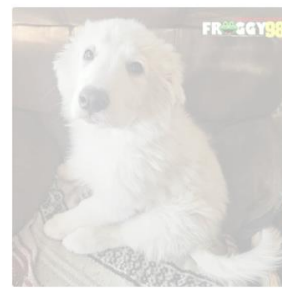
VOTE FOR THE CUTEST DOG!

Capital Humane Society STRANSKY VETERINARY CENTER

Already Voted?


Voting has ended

FINAL



Bear

VS



Dave

Already Voted?



MENU MADNESS

PRESENTED BY CONTEST

Features

FOOD • FAMILY • FUN

Already Voted?

Voting has ended

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!

Features

504 North Holmen Drive
Holmen, Wisconsin
608.526.3600

Facebook Twitter Instagram

Already Voted?

Voting has ended

FINAL



Tenderloin Tips

VS



Fish Dinner

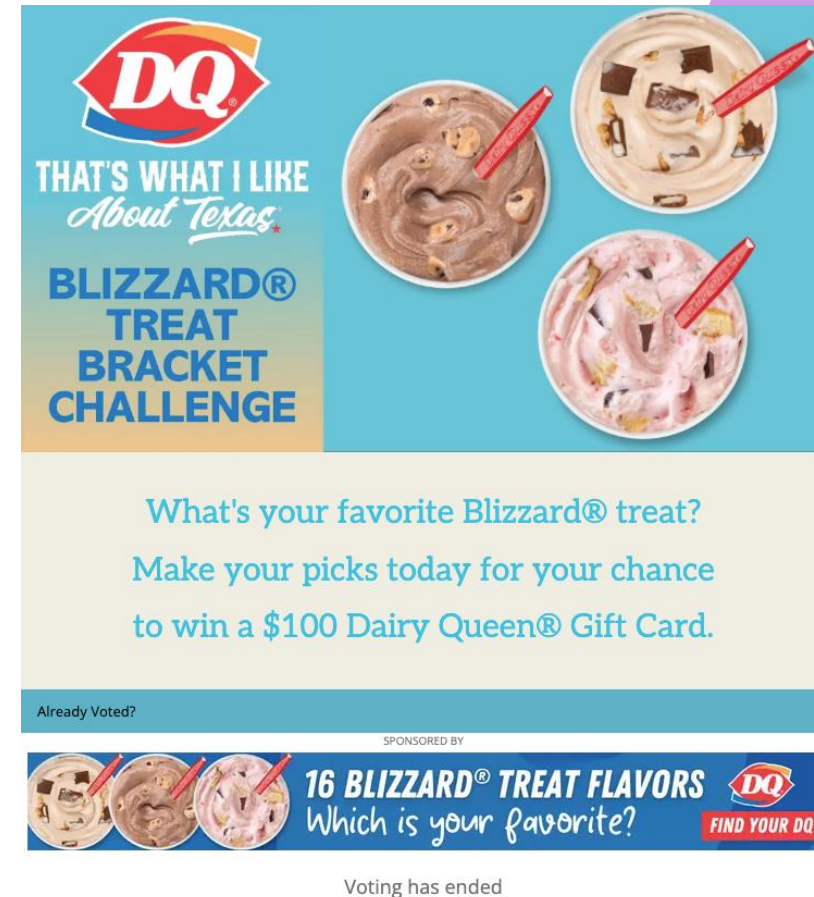
Already Voted?

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 (DQ) logo at the top left. Below it, the text reads "THAT'S WHAT I LIKE About Texas." followed by "BLIZZARD® TREAT BRACKET CHALLENGE". To the right are three bowls of Blizzard treats. Below this, a call to action asks "What's your favorite Blizzard® treat? Make your picks today for your chance to win a \$100 Dairy Queen® Gift Card." A section labeled "Already Voted?" is present. At the bottom, a banner says "SPONSORED BY" followed by "16 BLIZZARD® TREAT FLAVORS Which is your favorite?" and the DQ logo with the text "FIND YOUR DQ".

Voting has ended

FINAL



The final result shows a bracket with a trophy icon on the left. The left side of the bracket features a Butterfinger Blizzard Treat, and the right side features a Snickers Blizzard Treat. A "VS" icon is placed between the two treats.

Butterfinger
BLIZZARD® Treat

VS

Snickers
BLIZZARD® Treat



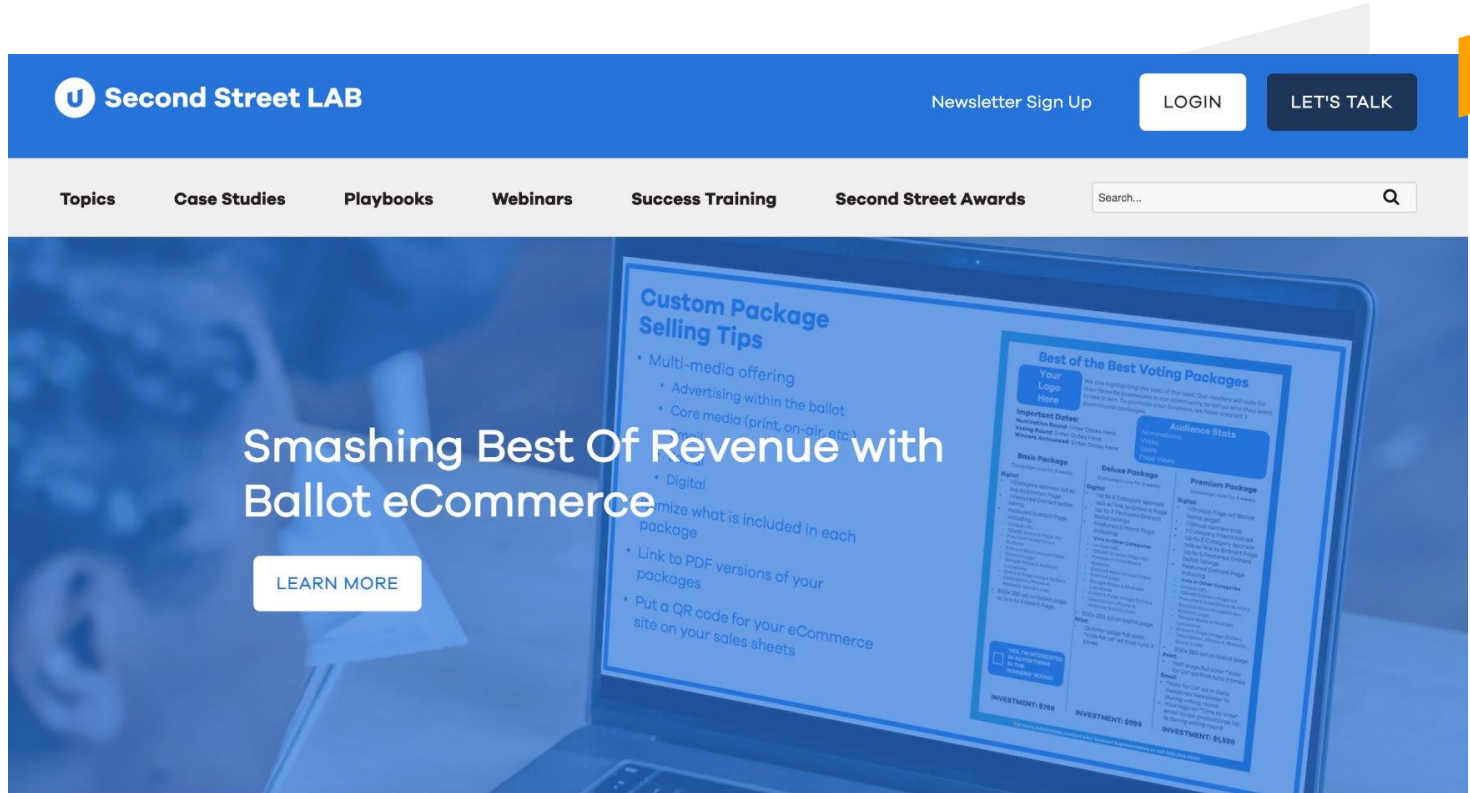
Your Q1 Plan

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
TOTAL	\$32,000



Resources



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

Entries Accepted: Enter from Monday, July 20, 2025 through Tuesday, August 26, 2025

Additional Prizes: Enter your local prize special information in the local games below this link.

Form Fields:

- Name:
- Email:
- Phone:
- Company:
- Address:
- City:
- State:
- Zip:
- Country:
- Business Name:
- Business Type:
- Business Address:
- Business City:
- Business State:
- Business Zip:
- Business Country:

☐ I agree to the terms and conditions of this sweepstakes.

☐ I agree to the terms and conditions of this sweepstakes.

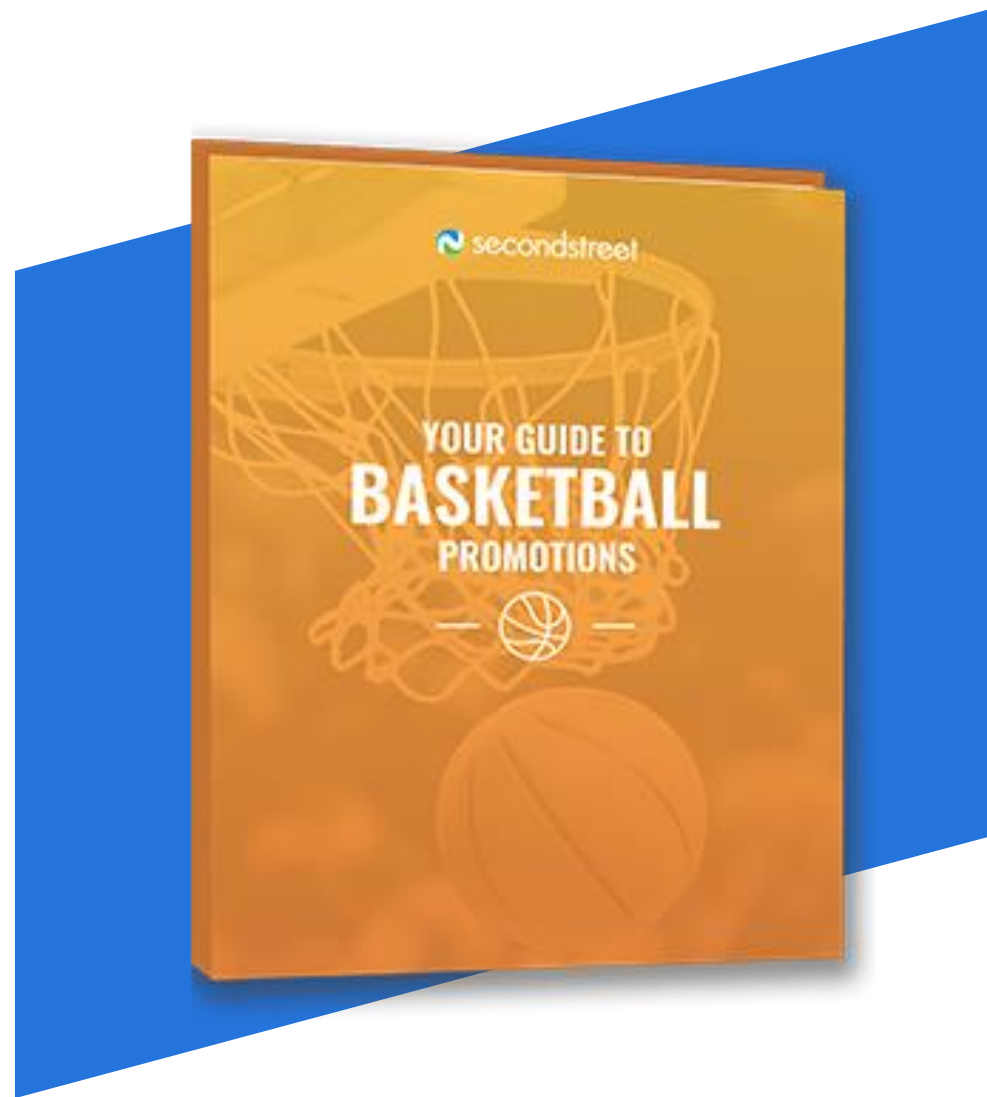
2026 National Sweepstakes Kit
Calendar, Sample Sales Sheets, Value Proposition, Specs, and More!

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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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