



Make It Rain Revenue: Spring Promotion Ideas for Q2

Welcome!



Matt Hummert
Customer Success Manager
mhummert@uplandsoftware.com



Kristen Wehe
Customer Success Manager
kwehe@uplandsoftware.com

Themes to Target for Q1

**National
Sweepstakes**

**Seasonal Lead-
Gen**

World Cup





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

April 20, 2026 – May 19, 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

Home Improvement Giveaway

WSHH-FM | Pittsburgh, PA

- Sponsor: Mr. Rooter
- 120+ promotions opt-ins
- Nearly 250 sponsor opt-ins
- Sponsor so happy they decided to sponsor the Q4 national sweepstakes



Ahhh, Spring! The perfect time to start tackling those home improvement projects that have been piling up since last Fall. Never fear! WISH 99.7, along with Mr. Rooter@ Plumbing of Pittsburgh want to help by giving you the chance to WIN \$5,000! That'd sure help, right?

Enter our \$5,000 Sweepstakes Home Improvement Giveaway TODAY for your chance to win! Presented by Mr. Rooter@ Plumbing of Pittsburgh. Contest ends May 21st at 12:59 am. The countdown for your chance to win \$5,000 starts right now!

ENTER BELOW!

For contest rules, [CLICK HERE](#).

Email Required

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

CONTINUE >



Case Study

Outdoor Makeover Sweepstakes

Sylvan Lake News | Sylvan Lake, AB

- Sponsor: Benjamin Moore
 - Highlighted a specific Benjamin Moore product
- Lead-gen questions:
 - Do you own or rent your home?
 - Are you planning an exterior paint project this spring?
 - How much do you use your outdoor living space?
- 175 sponsor leads
- Benjamin Moore sponsored all 4 national sweeps in 2025
- Revenue: \$3,500



WIN AN OUTDOOR MAKEOVER — OR \$5,000 CASH!

Your home deserves to shine — and so do you!

Enter our **Outdoor Makeover Contest** for the chance to win \$5 cash AND be our **local winner of a \$250 Gift Card** to help bring outdoor makeover to life.

Email Required

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

CONTINUE >



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 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 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 form includes fields for Email, First Name, Last Name, Postal Code, Birthdate, Gender, and two Lead-Gen Questions. It also features a 'Thank You Email' section with a 'Complete the form' button and a 'Sponsor Logo Here!' section with a 'Recommended Size: 300x200px' note. A notification box says 'Your entry has been received!' and another says 'Thanks for entering the \$5,000 Sweepstakes!'.

U Second Street (Client Name)

Real Results: Leads, Data, Revenue

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

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



YES, I'd like to receive occasional emails from Peters Body Shop with exclusive discounts and updates.

YES, I have vehicle damage I've been meaning to fix and would like a free quote from Peter's Body Shop! (Don't worry, saying no won't affect your chances of winning).

What matters most to you when choosing a collision repair center? Required

-- Select One --

Do you already have a preferred body shop? Required

Yes, I have a shop I always use

Not really, I choose based on the situation

No, I don't have a preferred shop

Did you know you can take your vehicle anywhere you want for collision repair - Not just where the insurance company recommends? Required

Yes, I already knew that!

Nope, I didn't know that.

The Value Proposition



Drive leads for ROI

Prizes bring big engagement

Measurable & Trackable

Targets core demographic

Customizable

Database growth

Capture audience data

Ideas for Q2 Spenders



Utilities

Telecom

Event Venues

Healthcare

Restaurants

Grocery

Higher Education

Local Attractions

Bars/Spirit Shops

Home Services

Travel/Hospitality

Regional Sports Teams

Automotive

Real Estate

Legal

Finance/Mortgage

Retail

Q2 Seasonal Ideas



Easter/Passover

Memorial Day

Prom

Juneteenth

Graduation

Mother's Day

Cinco de Mayo

Weddings

Travel

Earth Day

Father's Day

Baseball Opening Day

National Nurse's Month

Teacher Appreciation Day



INCLUDE AN OPT-IN FOR YOUR SPONSOR!

(and lead-gen questions)

Case Study

Easter Sweepstakes

WDEF-TV | Dalton, GA

- Sponsor: Anakeesta Mountain Adventure Park
- Prize: 2 tickets to Anakeesta for 10 winners
- 150+ entries
- 107 Opt-ins
- Lead-gen questions
 - Have you ever been to Anakeesta?
 - Have you ever heard of Anakeesta?
- RECURRING sponsor
- **Revenue: \$1,500**



Hop into News
12's Easter
Sweepstakes!



Enter now to win FREE tickets to Anakeesta Mountain Adventure Park, where you can truly immerse yourself in the beauty of spring! We're giving away 2 tickets each to 10 lucky winners, so you and a guest can enjoy Anakeesta together!



576 Parkway,
Gatlinburg, TN 37738
(865) 325-2400
anakeesta.com

Email Required

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

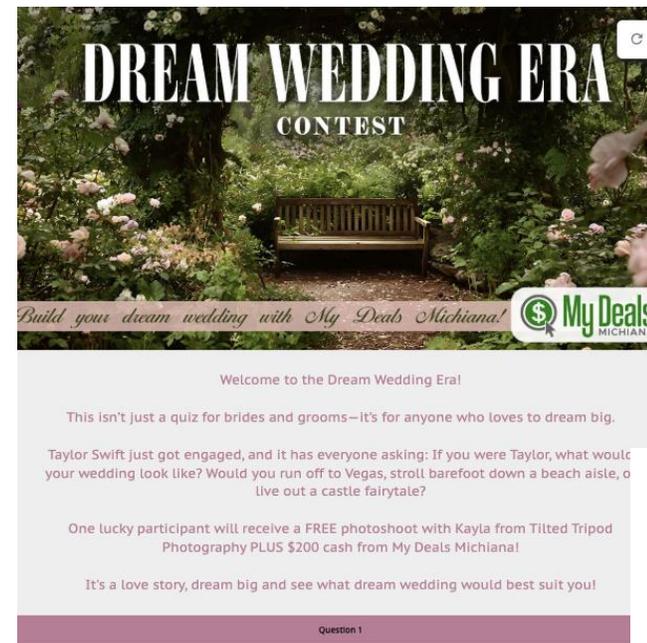
CONTINUE >

Case Study

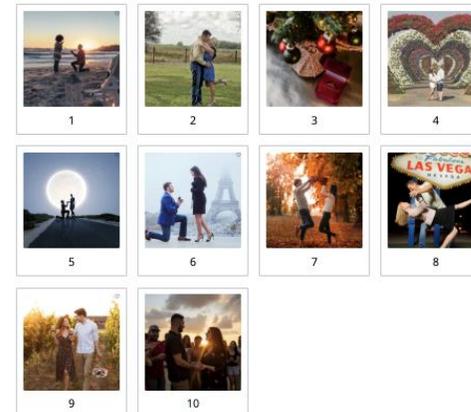
My Deals Dream Wedding Era

Federated – South Bend | South Bend, IN

- Sponsor: Local photographer
- Timed in response to Taylor Swift engagement
 - Used targeted outreach to women
- Utilized the quiz to:
 - Gather data to help with upcoming bridal expo
 - Promote the new My Deals blog page
 - Target new demographic of young women



1. Pick your ideal engagement spot



If you win, what kind of photoshoot would you like to schedule?

- Family
- Senior Pics
- Baby session (Newborn or Fresh 48)
- Wedding
- Engagement
- Maternity
- Self-esteem
- Other

Are you or someone you know getting married soon?

- Yes!
- No, this was just for fun!

If you have had a wedding, or are planning one, what is one unique thing you had at your wedding? We may share your answers in an upcoming blog post!

Case Study Class of 2024

My Horry News | Conway, SC

- Title Sponsor: Conway Medical Center
 - Supporting sponsors provided sponsorship of each high school
- Print, digital, and social media promotion throughout the campaign
- Revenue: \$9,700



INTRODUCING THE Class of 2024

Submit a photo under your school category & include your accomplishments, favorite high school memory, awards and future plans in your caption!

One random graduate will WIN \$1,000 from our title sponsor, Conway Medical Center!
One random graduate from each school will win \$100 from their school category sponsor!



Attention Class of 2024!

Submit your photo today in our 2024 Graduation Salute Photo Contest!
One random student from each school will win \$100 from their school category sponsor!
One random student from any school is entered to win \$1,000 from Conway Medical Center!

There is no voting & no competition!
We want to celebrate the Class of 2024 and all of your successes and achievements!
Please submit your photo under the high school you attend listed BELOW!

Enter: 5/13 - 6/13
Winners Contacted: 6/14

Already Voted?

Categories

- Aynor High
- Conway High
- Carolina Forest High
- Charter / Tech Schools
- Christian Schools
- Early College High
- Home School
- Green Sea Floyds High
- Loris High
- Myrtle Beach High
- North Myrtle Beach High
- Scholars Academy
- Socastee High
- St. James High

Aynor High

SPONSORED BY



(843) 338-2574 • www.dirtfordulch.com



John Lewis

My name is John Lewis. I will be attending Coastal Carolina University in the fall and will be studying graphic design. Go Chants!



Hailey Hardee

My name is Hailey Hardee and I have attended Aynor schools all my life but

Case Study

Mother's/Father's Day Sweepstakes Series

WKTV-TV | Utica, NY

- Sweepstakes series
 - 7 Mother's Day Sweeps
 - 5 Father's Day Sweeps
- Different sponsor/prize each day
- Extra chances for social media follows
- Sponsor opt-ins
 - Mother's Day Series: 2,000+
 - Father's Day Series: 700+
- Revenue: \$80K
 - \$10K per contest



More Ideas



2025 NURSES Appreciation AWARDS

Nominate By:
March 24, 2025

Vote By:
April 7, 2025

CITRUS COUNTY CHRONICLE

Nurses Appreciation Awards
Citrus County Chronicle

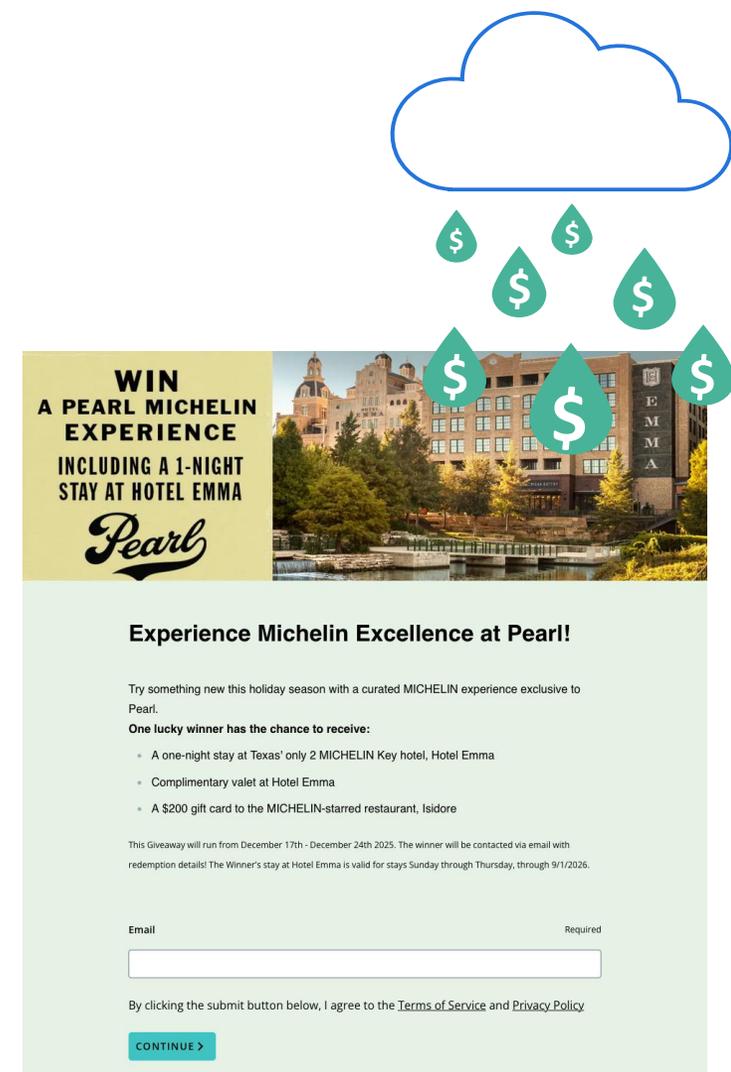


McCormick EVENT CENTER

Win a \$10,000 Wedding Reception

Win a reception valued at \$10,000 for up to 200 people including the venue, food, bar service, and staff!

\$10K Wedding Reception Giveaway
Sauk Valley Media



WIN A PEARL MICHELIN EXPERIENCE INCLUDING A 1-NIGHT STAY AT HOTEL EMMA

Pearl

Experience Michelin Excellence at Pearl!

Try something new this holiday season with a curated MICHELIN experience exclusive to Pearl.

One lucky winner has the chance to receive:

- A one-night stay at Texas' only 2 MICHELIN Key hotel, Hotel Emma
- Complimentary valet at Hotel Emma
- A \$200 gift card to the MICHELIN-starred restaurant, Isidore

This Giveaway will run from December 17th - December 24th 2025. The winner will be contacted via email with redemption details! The Winner's stay at Hotel Emma is valid for stays Sunday through Thursday, through 9/1/2026.

Email Required

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

CONTINUE >

Hotel Emma Experience
MySanAntonio.com

More Ideas



Celebrate Mom's Month
ENTER TO WIN \$100 **DeBrand** GIFT CARD
FINE CHOCOLATES
Contest dates are April 21 thru May 4, 2025
Journal Gazette
JournalGazette.net

Celebrate Moms - Enter to win a \$100 DeBrand Gift Card!

Email Required

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

CONTINUE >

Celebrate Mom's Month
Fort Wayne Newspapers



easter 2025
HAM giveaway
Illinois Valley
ENTER TO WIN A HAM TODAY!



CHECK OUT OUR EASTER HAM GIVEAWAY!

What are you doing for Easter this year? Between now and April 13th, tell us your plans for a chance to win a \$25 gift card towards your Easter ham. Two lucky participants will be selected randomly to win. Don't miss your chance to enter!

Good luck!

Email Required

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

CONTINUE >

Illinois Valley Easter Ham Giveaway
Bureau County Register



Win A PAIR OF SEGRA CLUB TICKETS & RIVERDOGS MERCH FOR Father's Day!

ENTER TO WIN: 2 Tickets to Segra Club for a 2025 game + RiverDogs Merchandise

Email Required

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

CONTINUE >

Father's Day Ticket Giveaway
Post and Courier



World Cup

2026 FIFA World Cup

- 2022 Finals: 26 million viewers
 - Most viewed finals in US history
 - 16.7m English speaking
 - 9m Spanish speaking
- US vs. England Match: Most watched match in US history with 20 million viewers
- Avg. viewership during tournament: 6.18 million



2026 FIFA World Cup

- June 11 – July 19
- 11 U.S. Host Cities:
 - Atlanta
 - Boston
 - Dallas
 - Houston
 - Kansas City
 - Los Angeles
 - Miami
 - New York/New Jersey
 - Philadelphia
 - Seattle
 - San Francisco



Value Proposition for World Cup

Huge event with national audience

Community involvement

Brand exposure

Lead generation

Database growth

List growth



World Cup Promotions Allow You To:

Diversify Your Revenue

Drive Database Growth

Produce Qualified Leads

Drive Consumer Revenue

Provide Demographic Data

Deliver Solutions w/ Measurable Results



Advertisers to Target



World Cup Ideas



WORLD CUP WATCH PARTY
WFXB FOX TV INVITES YOU
NOV. 21st
1PM TO 4PM

USA VS WALES

WFXB

- FIRST 50 PEOPLE GET A \$25 POWER CARD
- SHOW YOUR SUPPORT FOR TEAM USA
- CHALLENGE OUR TALENT TO GAMES AND WIN GREAT PRIZES

SAVE & REGISTER

LEARN MORE AT WFXB.COM

FIFA WORLD CUP Qatar 2022

RSVP

Email Required

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

CONTINUE >

Terms of Service, Privacy Policy, Rules Powered by Second Street

KOAM NEWS NOW.COM
WORLD CUP TRIVIA
Question 1 of 6

KOAM NEWS NOW.COM

1. What Nation has the most World Cup wins

[f](#) [x](#) [m](#)

KOAM.COM

FIFA CLUB WORLD CUP 2025™

MANCHESTER CITY **JUNE 22** **AL AIN FC**

ENTER FOR A CHANCE TO WIN 4 TICKETS

MERCEDES-BENZ STADIUM ATLANTA

Calling all soccer lovers!
Enter to win four tickets to the Manchester City vs Al Ain game June 22nd at the Mercedes-Benz Stadium in Atlanta!
Deadline to enter is 12pm Thursday, June 19th.

Email Required

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

CONTINUE >

FIFA WORLD CUP Qatar 2022
WORLD CUP KITS

Battle of the 2022 World Cup Kits!

Already Voted?

Voting has ended

FINAL

Mexico South Korea

Mexico Ghana

Ghana

Your World Cup Promotions Plan

- Tournament Dates: June 11 – July 19
- Run three promotions
 - Sweepstakes
 - Ticket giveaway, watch party package
 - Photo Sweepstakes
 - Biggest Fan Contest
 - Quiz Sweepstakes
 - World Cup Knowledge, what type of fan are you?
- What to include:
 - Integrate w/ coverage to promote advertisers
 - Local prizes
 - Social media posts
 - Promotional spots (On-air & Digital)
 - Invitation emails





Your Q2 Plan

Q2 Promotions Calendar



Campaign Idea	Q4 Revenue
Q2 \$5K National Sweeps	\$5,000
Seasonal Lead-Gen Giveaway	\$6,000
World Cup Bundle (Sweeps, Photo Sweeps, Quiz)	\$15,000
TOTAL	\$26,000

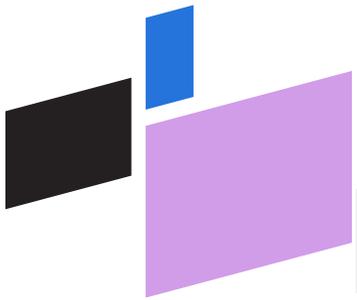
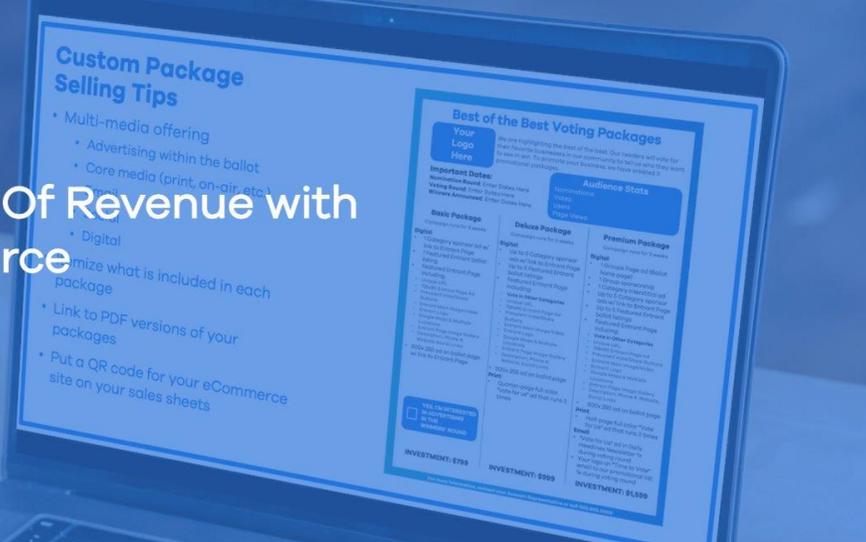


Resources

Smashing Best Of Revenue with Ballot eCommerce

[LEARN MORE](#)

- 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



lab.secondstreet.com



Updated Sales Sheets!



Top Advertiser Promotions Sales One-Sheets for Newspapers

Thanks for checking out the Top Promotions Sales One-Sheets for Newspaper! We hope these are useful in driving revenue from advertisers that want leads and measurable results.

To download your one-sheets, click on the individual links below!

Pitch Decks

College Basketball Contest

[Get The Deck](#)

National Sweepstakes

[Get The Deck](#)

Sales One-Sheets

Pro Football, College Basketball, & General Promotions

[Get Your Copy](#)

Athlete of the Month Campaign

[Get Your Copy](#)

12 Days of Sweepstakes – Advertiser Showcase

[Get Your Copy](#)

Kid of the Month 12-Month Campaign

[Get Your Copy](#)

Food Bracket 12-Month Campaign

[Get Your Copy](#)

Hometown Heroes 12-Month Campaign

[Get Your Copy](#)

Teacher of the Month 9-Month Campaign

[Get Your Copy](#)

Home Improvement Photo Contest Campaign

[Get Your Copy](#)

Quiz Bundle 3-Month Campaign

[Get Your Copy](#)

Best Of Ballot

[Get Your Copy](#)

See our updated sales sheets both for general promotions and top advertisers promotions, along with **sample pitch decks!**



lab.secondstreet.com/playbooks/



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

Eligible Age Group: 18+ (Res. U.S.A.) Jan 20, 2025 through Tuesday, August 20, 2025

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

Name:

Address:

City:

State:

Zip:

Email:

Phone:

I agree to the terms and conditions

I agree to receive promotional emails

[Share on Facebook](#)

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

Second Street



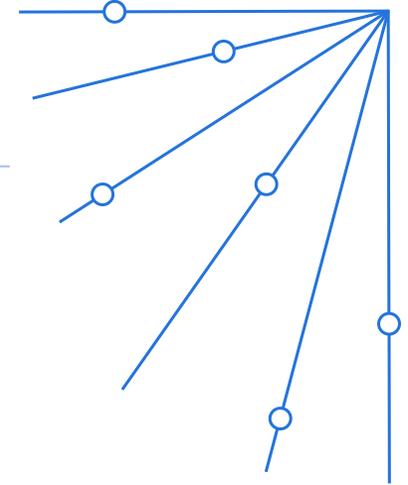
lab.secondstreet.com/playbooks/



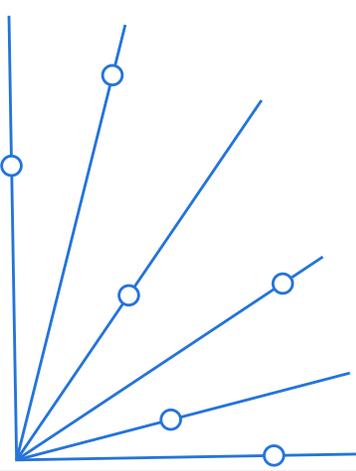


lab.secondstreet.com/playbooks/





**Send in your nominations for the
2025 Second Street Awards
NOW!**



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



Thank you!



Matt Hummert
Customer Success Manager
mhummert@uplandsoftware.com



Kristen Wehe
Customer Success Manager
kwehe@uplandsoftware.com