



Turn Up The Heat Q3 Summer Promotion Ideas



Welcome!



Matt Hummert
Customer Success Manager
mhummert@uplandsoftware.com



Kristen Wehe
Customer Success Manager
kwehe@uplandsoftware.com

Themes to Target for Q3



**National
Sweepstakes**

**Seasonal
Promotions**

Football



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!

Next \$5,000 Sweepstakes
July 27, 2026 – August 25, 2026



The Value Proposition



Customizable

Big prizes
bring big
engagement

Database
Growth

Capture
audience data

Drive leads for
ROI

Measurable &
Trackable

Exposure to your
audience

Advertisers to Target



Real Estate

Financial/Legal

Healthcare

Home Services

Grocery

Insurance

Education

Case Study

Back to School Giveaway

WBOY-TV | Clarksburg, WV

- Sponsor: Miley Legal
- Continuing to sponsor in 2026!
- **Revenue:** \$20,000 for all 4 national sweepstakes
 - Part of a larger advertising package



Enter for a chance to win a
\$250 VISA GIFT CARD
and be entered for a chance at a
\$5,000 National Prize!

Email Required

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

CONTINUE >

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. **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

You can

your sponsor

in a thank

ways to c

Rec. size: 3

8. Invite &

Feature y

Consider

as specia

These em

database

for enteri

Rec. size: 8

 **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

customers

sweepstakes

ements (print, digital, social, and email) during the 4-week campaign

s (for your business) on newspaper.com during 4-week campaign

to promote contest on newspaper.com during 4-week campaign

unit on contest page

tions on the contest registration form

sweepstakes thank-you page

ase on the sweepstakes registration form

x on the sweepstakes registration form

ed:

ond commercial video

database

lead-gen questions

s via custom link

(your website)

obile app

exa skill

your business) to run two times per week for 4 weeks (8 times)

promotional ad to run one time per week for 4 weeks (8 times)

national emails to our opted-in database of 30,000 (Your Email List Size goes

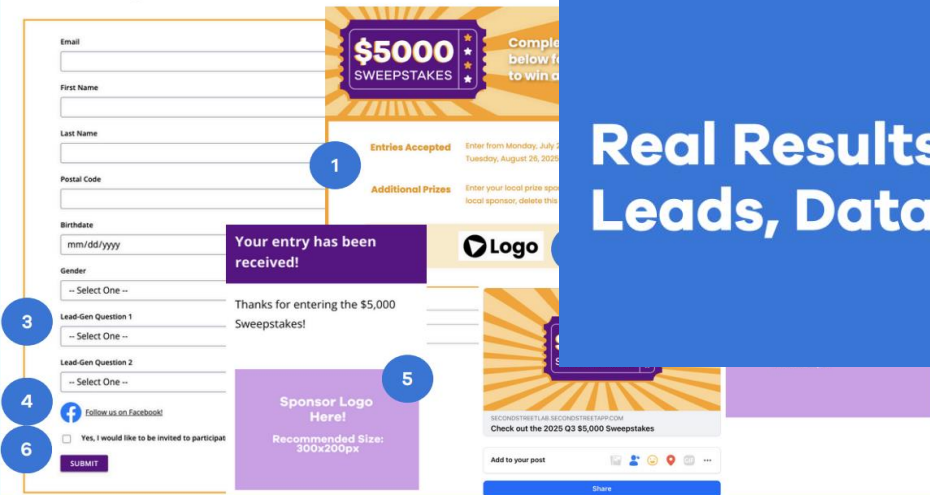
be sent at the beginning of the campaign

mail to be sent 2 days before campaign ends

everyone who enters with coupon or offer from your business

GRAND PRIZE: \$5,000

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



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

- 1:** A purple banner at the top right says "\$5000 SWEEPSTAKES" and "Complete below to win a \$5,000 prize".
- 2:** A section titled "Entries Accepted" with dates "Enter from Monday, July 27 to Tuesday, August 26, 2025".
- 3:** A section titled "Additional Prizes" with text "Enter your local prize sponsored by local sponsor, delete this".
- 4:** A section titled "Your entry has been received!" with a "Thanks for entering the \$5,000 Sweepstakes!" message.
- 5:** A section titled "Sponsor Logo Here!" with a "Recommended Size: 300x200px" and a "SUBMIT" button.
- 6:** A section titled "Follow us on Facebook!" with a "Yes, I would like to be invited to participate" checkbox.

2026 National Sweepstakes

US and *Canadian Partners



\$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



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.

☐ 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).

The Value Proposition



Customizable

Big prizes
bring big
engagement

Database
Growth

Capture
audience data

Drive leads for
ROI

Measurable &
Trackable

Exposure to your
audience

Ideas for Q3 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

Q3 Seasonal Ideas



4th of July/250th
Anniversary

Labor Day

Back to School

Prep Sports

Summer Fun

Weather

State/Local Fairs

Festivals/Concerts

Travel

Outdoor Activities

Women's Equality Day

Canada Day

Grandparent's Day

Child Safety



Don't forget to include:
Sponsor Opt-in
Lead-Gen Questions



State Fairs/Festivals

Case Study

Allentown Fair GRANDSTAND Sweepstakes

Times News Media Group | Lehigh, PA

- Run in partnership with Allentown Fair
- Lead-gen question:
 - Which Grandstand Show would you like to attend at the Allentown Fair?
- Nearly 400 NEW audience members entered
- **Revenue: \$23,000+**



Which Grandstand Show would you like to attend at the Allentown Fair?

- ☐ Wednesday, August 27 - Hearts
- ☐ Thursday, August 28 - Alabama
- ☐ Friday, August 29 - Kane Brown
- ☐ Saturday, August 30 - Ace Frehley, Great White and Quiet Riot
- ☐ Sunday, August 31 - Gabriel "Fluffy" Iglesias
- ☐ Monday, September 1 - J&J Demolition Derby

The Great Allentown FAIR
GRANDSTAND SWEEPSTAKES
Enter daily until August 13 at 11:59 p.m. at lvpnnews.com/contests

Enter for a chance to win tickets to the Great Allentown Fair, open from August 27 thru September 1, along with your choice of one of their Grandstand Shows. Six lucky winners will receive two (2) tickets to one of the following Grandstand performances:

- Wednesday, August 27 at 7 PM - Hearts
- Thursday, August 28 at 7 PM - Alabama
- Friday, August 29 at 7 PM - Kane Brown
- Saturday, August 30 at 7 PM - Ace Frehley, Great White, Quiet Riot
- Sunday, August 31 at 7 PM - Gabriel "Fluffy" Iglesias
- Monday, September 1 at 7 PM - J&J Demolition Derby

Participants can enter daily until August 13 at 11:59 p.m.

Email Required

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

CONTINUE >

Case Study

Food Truck VIP Contest

Asbury Park Press | Neptune, NJ

- Sponsor: Monmouth Park
 - Promoting food truck festival taking place at the park
- 1,000+ sponsor opt-ins
- Lead-gen question:
 - Have you ever been to an event at Monmouth Park?
- **Revenue: \$18,000**



**MONMOUTH PARK**

JERSEY SHORE FOOD TRUCK FESTIVAL
MAY 25-27, 2025 FROM 11:00AM TO 5:00PM

PURCHASE
TICKETS
NOW

**FOOD TRUCK VIP CONTEST**

**Enter now for
your chance to
win!**

**You could win 6
general admission
passes plus \$100 in
food bucks!**



**Have you ever been to an event at
Monmouth Park?**

☐ Yes

☐ No

Email RequiredBy clicking the button below, I
agree to the [Terms of Service](#),
[Privacy Policy](#), and [Rules](#)**CONTINUE >**



Travel/Staycation

Case Study

Free Trip Tuesday

KTVI-TV | St. Louis, MO

- Sweepstakes run every week May-July
- New trip prize & sponsor each week
- Promoted on daytime lifestyle show, social media, and all email lists
- **Revenue: \$10,000+**



- ☐ Yes, I would like to receive more information from All Solutions Pest Control.
- ☐ Yes, I would like to receive more information from Aerie's Resort.



Free Trip Tuesday goes to Aerie's Resort!
Sponsored by All Solutions Pest Control.

STUDIO STL and FOX2 are giving you the opportunity to win a two-night stay at the wonderful, the beautiful **AERIE'S TERRACE RESORT** in **Grafton, Illinois**.

With incredible views of the river and more, it is a getaway that is so close and convenient but feels like a million miles from home!

Plus, the winner will receive four tickets to the Sky Tour, an uplifting ride up the beautiful bluffs, and tickets for the Alpine Coaster, a fun fast way to get back down.

The lucky winner will also receive a complimentary bottle of wine, a \$150 gift certificate for the incredible Terrace Restaurant, plus a \$150 gift card to spend as you choose, courtesy of ALL SOLUTIONS PEST CONTROL!

Hurry! Entries are due by Tuesday, July 1st at 2pm CST.

Reservations based on availability.

Email Required

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

CONTINUE >



Weather

Case Study

Florida Hurricane Preparedness Sweepstakes

Sarasota Herald-Tribune | Sarasota, FL

- Sponsors: Jessup's, FPL, Kirkplan Kitchen & Bath, Design Works, Hurrishield
- Prize: Portable generator for hurricane season
- Rotating ad along the top of promotion for all sponsors
- **Revenue: \$184,000+**



ENTER NOW
for your chance to win a
Portable Generator
valued at up to **\$1,000!**

PLUS one local winner
will receive a
\$200 Grocery Gift Card.

Yes! Send me offers and promotions from
the Florida Hurricane Preparedness
Premium Sponsors.

Email

Required

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

CONTINUE >



Summer Fun

Case Study

Goodwill Garage Sale Sweeps

WQHK-FM | Ft. Wayne, IN

- Sponsor: Goodwill
- Goal: Position Goodwill as a steward of the community
- Included remote broadcasts and supporting local garage sales
 - All leftover items were picked up by Goodwill Industries of NEI trucks
- Lead-gen question:
 - Which Goodwill locations do you prefer to shop/donate to
- Extra chances for visiting online site & watching video
- **Revenue: \$5,500**



Enter for your chance to be one of TWO lucky winners and have Dan Austin from K105 out at your neighborhood or association garage sale! Sponsored by Goodwill Industries of NEI

Email

Required

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

CONTINUE >

Case Study

98 Degrees of Hot Sauce

KFGE-FM | Lincoln, NE

- Sponsor: Local equipment retailer
 - Sponsor had a WALL FULL of hot sauce
- Entrants guessed what day it would reach 98 degrees
 - Everyone was on 'hot sauce watch' weeks after the sweepstakes closed
- Campaign brought back a dormant client
 - Sponsored additional promotions & began an endorsement campaign following the success of this promotion
- **Revenue: \$3,000+**



Things are heating up at Froggy98! We're getting saucy & poppin' bottles to get ready for a sizzling hot summer!

We've got **98 bottles of hot sauce** on the wall (thanks to our friends at **Robidoux, Inc.**), and we want to hook up the lucky listener who correctly predicts which day will be the **FIRST** to hit **98 DEGREES** this summer!

You may only make **ONE** prediction, so make it count! Entries must be submitted by 11:59p on June 8th. Prediction must be between June 9th and September 30th. Grand prize to be split amongst all total correct predictions. Official daily high temperature will be based on the Lincoln Airport report.

Email Required

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

CONTINUE >



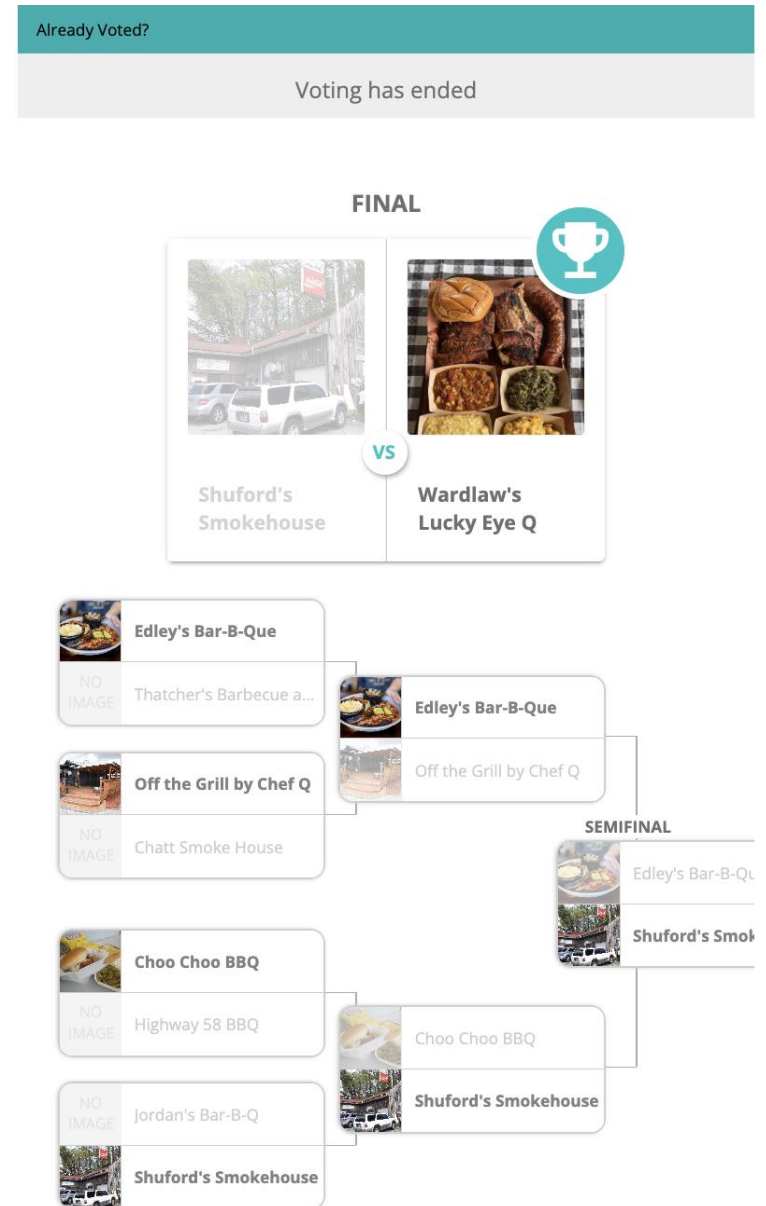
4th of July/Canada Day

Case Study

BBQ Bracket

Chattanooga Times Free Press | Chattanooga, TN

- Coordinated with a special BBQ themed edition of their lifestyle magazine
- Collected nominations and then ran a voting bracket to determine the best BBQ restaurant
- 150+ newsletter opt-ins

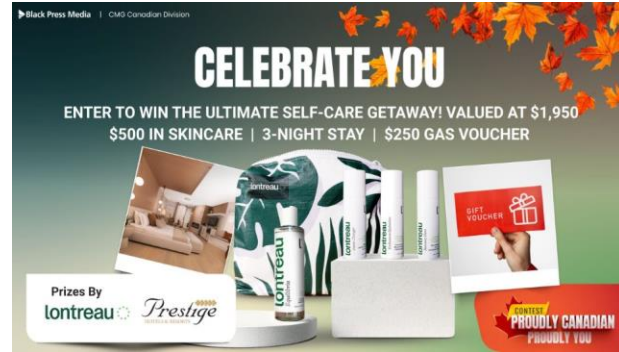


Case Study

Proudly Canadian, Proudly You

Black Press

- Nationwide Canadian promotion run across multiple markets
- 6 separate giveaways
- Over 1 Million entries
- Included print ads, digital ads, social media, and newsletter promotion
- Published article featuring promotion & the winner
- **36,800 total sponsor opt-ins**



Turnkeys for America's 250th



Question 1 of 8

1. Which state in the USA was once part of Mexico?

Arizona

Texas

Mississippi

Louisiana

U.S. Trivia

Fourth of July Trivia

Question 1 of 8

1. In what year was the Star Spangled Banner written?

1776

1773

1931

1814

[f](#)

[X](#)

[✉](#)

[Terms of Service](#)

[Privacy Policy](#)

[Feedback](#)

Powered By [Second Street](#)

4th of July Trivia

How Well do You Know the U.S. Constitution?

Question 1 of 14

1. In what year was the Constitution of the United States written?

1787

1792

1776

1763

[f](#)

[X](#)

[✉](#)

How Well Do You Know the U.S. Constitution



Women's Equality

Case Study

Women to Watch

APG Media of Maryland/DC

- Sponsor: Fire & Ice Festival
- Positioned initiative to be one of their focal points of giving back in 2025
- 212 nominees
- Chosen nominees highlighted in Women to Watch special issue magazine
- **Revenue: \$60,000**



The nomination portal for the 2025 Women to Watch has been extended to February 7th.

DO YOU KNOW A WOMAN ON THE EASTERN SHORE WHO EXEMPLIFIES EXCELLENCE IN HER CAREER OR AS A MEMBER OF THE COMMUNITY?

Tell us about the women business and community leaders, rising stars at your place of work and pillars of the community.

View last year's magazine [here](#).

A committee composed of internal APG Media of Chesapeake members and women in the community will now consider nominees for inclusion into the 2025 Women to Watch magazines inserting in early April.

The criteria for that process includes nominees' community service, professional accomplishments and entrepreneurship, as well as their work with mentoring and inspiring others. These extraordinary women will be highlighted in the magazine.

There is no formal vote step that you need to do. Your important contribution is already done with your nomination submission. Thank you!

Email Required

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

CONTINUE >





Back to School

Case Study

Michigan College Guide Giveaway

Detroit Free Press | Detroit, MI

- Sponsor: Michigan College Guide
- Goal: Foster meaningful engagement, educate audience, & collect data
- ~150 sponsor opt-ins
- Lead-gen questions:
 - Would you prefer to study..
 - What's the most important factor in choosing your college?
- **Revenue: \$50,000**



*Revenue was up 25%
which we can attribute to
the college guide
promotion we added this
year*

MICHIGAN
COLLEGE GUIDE
www.michigancollegeguide.com

ENTER FOR A CHANCE TO
WIN A MICHIGAN
COLLEGE GUIDE
\$500 SCHOLARSHIP
SWEEPSTAKES!

ENTER TODAY!

 Baker College

 EASTERN MICHIGAN UNIVERSITY

 Wayne County Community College District

 Kalamazoo College

 Kettering University

 Macomb Community College

 Northern Michigan University

 Oakland Community College

 Detroit Mercy University

Michigan College Guide

\$500 Scholarship Sweepstakes

Enter for a chance to **WIN a Michigan College Guide \$500 Scholarship!**

Looking at colleges?
Start with Michigan's [#1 Source](#) for College Selection

- Tips on navigating the Financial Aid maze
- Answers to your SAT and ACT questions
- What to know about changes coming to the ACTs
- How you can go to Community College Tuition-Free
- Your college timeline: What to do and when
- And MORE!

Enter until November 30, 2025.

MICHIGAN
COLLEGE GUIDE
www.michigancollegeguide.com

VIEW IT HERE! ►

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.

Would you prefer to study... Required

-- Select One --

Baker College

Case Study

41Days of Christmas in July: Back to School Edition

WMGT-TV | Macon, GA

- Multiple sponsors
- Looked to create a new revenue-generating opportunity during a slower season of the year
- Full promotion included:
 - Back to School Family Staycation Sweepstakes
 - School Supply Drive Back to School Bash Event
 - Give Your School a Scholarship Voting Ballot
 - Ready.Set.Learn Programming Segment
- Advertisers received
 - 5 weeks of on-air and online promotions
 - Business mentions and logo placements
- **Revenue: \$18,000**



Enter Your Email
for a Chance to Win!

 **Your chance to win Gold Pass season tickets to Six Flags Over Georgia is here!**

 Plus, win free unlimited drink refills all season long at the park, and if season tickets weren't enough...

How about a three-day, two-night stay just five minutes away from Six Flags, courtesy of Tru by Hilton?

 Just enter above for a chance to win in the 41NBC Back to School Summer Family Staycation!

Email Required

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

CONTINUE >



Vote now to help your school win cash for school supplies — in the 41NBC Give Your School a Scholarship contest!

Students, parents, teachers, and alumni — this is your moment to vote and make it count. Vote once for each category per day.

The top three schools with the most votes receive money for needed supplies in their schools.

First place scholarship is \$1,000! Second wins \$500, and third wins \$250.

Local school scholarship winners will be announced on 41 Today.

Already Voted?

Categories

High School

Middle School

Elementary School

High School



WINNER

John Hancock Academy

SHARE

Entrants

[SEE ALL ENTRANTS](#)



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



Burgers. Your Way. Burger Shack

WELCOME MAKE PICKS WINNERS LEADERS GROUPS FIRST LAST

WELCOME BACK, GABBY!

COMPARE YOURSELF AGAINST THE FAN STAFF!

USER PROFILES:

USER	CORRECT PICKS	LAST WEEK	OVERALL
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

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

The Value Proposition



Huge event with
national
audience

Community
involvement

Brand exposure

Database growth

Lead generation

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!
- Social Media Posts
- Promotional Spots (On-Air and Digital)
- Invitation Emails



Burgers. Your Way. Burger Pick

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 w/ 2 sponsor VIPs of upcoming weeks games
- Local prizes in addition to national prizes
 - \$100 Gift Card Weekly local prize
 - \$1,200 Overall Prize
- **Revenue: \$24,900**
 - 25% YOY increase!!
- First Northern Bank says 'they will never give it up'. Carroll's Furniture was involved for their 2nd year and have committed to a third.

WELCOME MAKE PICKS WINNERS LEADERS GROUPS LOGIN ▼

THE VIP'S

 Andrew Boint The Analyst Overall: 211/337	 James Timberlake The Bookie Overall: 190/337	 Jamie Aggers Arm Chair Aggers Overall: 185/337	 Melanie Jacobs Magic Melanie Overall: 185/337	 Chuck Magera Good Luck Chuck Overall: 178/337
---	--	--	---	---

COMPARE LAST WEEKS' PICKS





EXPAND your reach & **GROW** revenue with
MORE football promotions

Football 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!

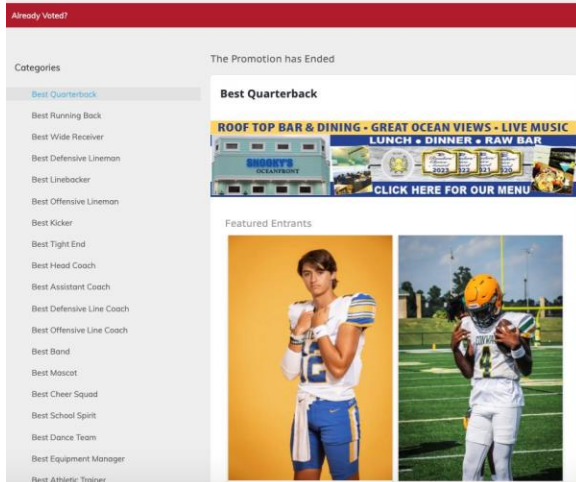
One random participant will win \$500 from Grand Strand Nissan just for voting!

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!



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



Take the quiz and register for a chance to win a \$50 gift card to Campustown Spirit!

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



Trackable + Measurable Digital Experience

Case Study

Awards of Character

USA TODAY

- Sponsor: The Pro Football Hall of Fame
- Photo sweepstakes used to honor the very best in community service
- 450+ sponsor opt-ins
- **Revenue: \$1MM (part of larger sponsorship)**



Recognize Extraordinary Individuals The Pro Football Hall of Fame Awards of Character

Nominate an Exceptional Individual Today!

Do you know someone who consistently goes above and beyond in their profession? Someone who inspires others through their actions and demonstrates the true meaning of character? If so, we encourage you to nominate them for a Pro Football Hall of Fame Awards of Character.

How to Nominate:

1. **Gather Information:** Prepare a brief description of the nominee's contributions and the positive impact they have made on others.
2. **Complete the Online Form:** Fill out the online nomination form below, providing the requested information about the nominee.
3. **Submit Your Nomination:** Click "Submit" to send your nomination to the Pro Football Hall of Fame.

Eligibility Criteria:

- Nominees must be active or retired professionals in one of the following fields: firefighter, police officer, nurse, teacher, veteran, or coach.
- Nominations must be submitted by a friend, family member, colleague or a member of the community.
- Self-nominations are not accepted.

CONGRATULATIONS TO OUR WINNERS

[Mary Crippen](#)

[Dr. Isaiah 'Ike' McKinnon](#)

Already Entered?

Search

Enter Your Own!

Case Study

The Great Tailgate Showdown

KNOX-FM | Grand Forks, ND

- Sponsor: Hugo's Family Marketplace
 - Naturally positioned sponsor as the go-to stop for game day essentials
- Voting bracket to determine the best tailgate food
 - Ran similar brackets for Halloween & Thanksgiving
- Revenue: \$1,000



Game day just got tastier! KNOX & KYCK, teamed up with [Hugo's Family Marketplace](#), invite you to help crown the ultimate **Tailgate MVP**—and that's not a player, it's the **food or drink** that makes your tailgate legendary.

Your nominations built the 32-item bracket—packed with fan favorites:

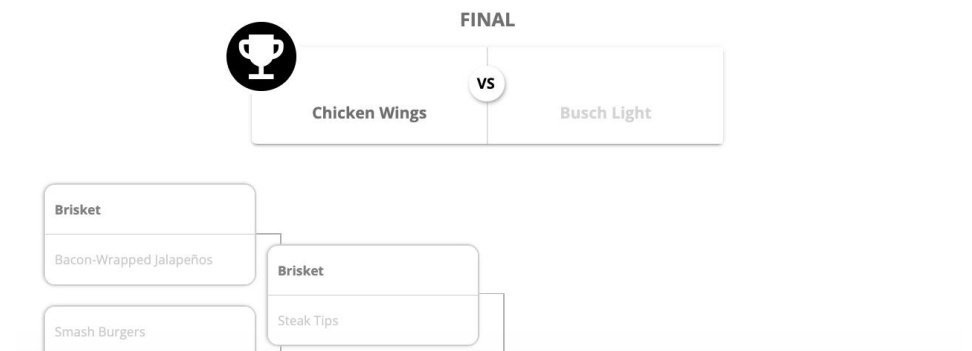
🍖 Meats • 🥗 Sides • 🍪 Sweets • 🍹 Beverages

Each round, your votes decide which tailgate essentials advance until one champion stands above the rest. And here's the best part—**every vote enters you for a chance to win a \$100 Hugo's Gift Card**, so you can stock up and throw the ultimate tailgate of your own.

👉 Cast your votes and cheer on your favorites—because only one can be crowned the **Champion of the Tailgate!**

Already Voted?

Voting has ended



Case Study

Friday Night Flashback Trivia

WGNO-TV | New Orleans, LA

- Sponsor: Hooters
- Ran throughout the football season
- Weekly quiz with 1 historical football question
- 1,400 entries



1. What year did the annual Battle for the Megaphone begin?



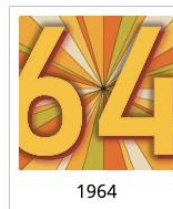
1987



1993



1972



1964

Sunday Night Matchups

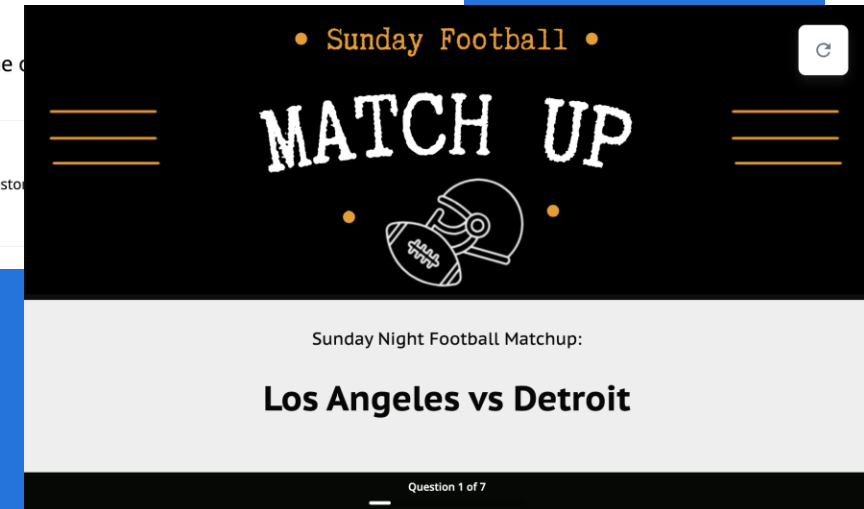
- Turnkeys!
- Matchup quizzes for each Sunday Night Regular Season Game



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



Your Q3 Plan

Q3 Promotions Calendar



Campaign Idea	Q4 Revenue
Q3 \$5K National Sweeps	\$5,000
Seasonal Giveaway	\$6,000
ProFootball Pick'em	\$15,000
TOTAL	\$26,000



Resources

[LEARN MORE](#)



lab.secondstreet.com/playbooks/





lab.secondstreet.com/playbooks/



Thank You!



Matt Hummert
Customer Success Manager
mhummert@uplandsoftware.com



Kristen Wehe
Customer Success Manager
kwehe@uplandsoftware.com