



From Pumpkins to Presents

Q4 Promotion Ideas
Advertisers Will Love



Welcome!



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Themes to Target for Q4



Seasonal



Holidays



**National
Sweepstakes**

The Value Proposition



Holidays

Halloween



Thanksgiving



New Years' Eve



Veteran's Day



Christmas/
Winter Holidays



Ideas for Q4 Spenders

Furniture

Restaurants

Specialty Boutiques

Services

Travel

Jewelers

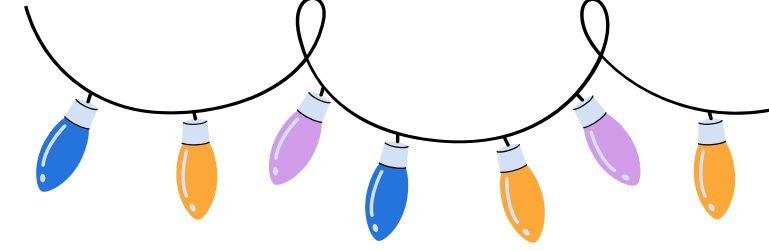
Grocery

Local Attractions

Specialty Food/Package



Q4 Seasonal Ideas



Hunting

Oktoberfest

Recycling Day

Sports

Giving Tuesday

Weather

Taco Day

Black Friday

Pizza Month

Breast Cancer
Awareness

No Shave
November

Small Business
Saturday



Seasonal



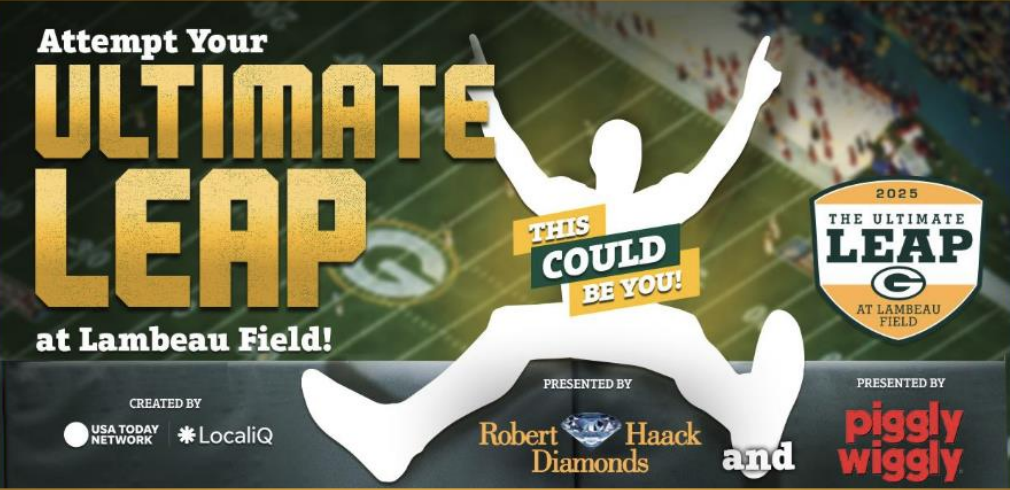
October



The Ultimate Leap

Milwaukee Journal Sentinel

- Sponsors:
 - Local grocery store
 - Local jewelry store
- Targeted football audience with honored local tradition
- 2nd year running
 - 35% participation increase YOY
- 1,300+ opt-ins for local grocery store
- 100+ leads for jewelry store
- **Revenue: \$83,500**



Attempt Your
ULTIMATE LEAP
at Lambeau Field!

THIS COULD BE YOU!

2025 THE ULTIMATE LEAP AT LAMBEAU FIELD

CREATED BY
USA TODAY NETWORK * LocaliQ

PRESENTED BY
Robert Haack Diamonds and Piggly Wiggly

Email Required

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CONTINUE >

CELEBRATE LIKE THE PACKERS!

"The Leap" is a Green Bay tradition, and for many Packers fans it's a dream to jump up into the stands at Lambeau Field. The Ultimate Leap can make your FANTasy a reality! Created by [USA TODAY NETWORK](#) | [LocaliQ](#) and presented by [Robert Haack Diamonds](#) and [Piggly Wiggly](#).

The Ultimate Leap - 2025 offers 10 lucky Packers fans the chance to take their very own leap at Lambeau Field during the "FINALIST EVENT" on Tuesday, October 21st.

Pick of the Patch

KZLT-FM

- Celebrated seasonal fall fun & activities the sponsor offers
- 180+ sponsor opt-ins
- Lead-gen data:
 - When do you usually plan your first trip to the pumpkin patch each fall?



🍂 Enter to Win the Ultimate Fall Gift Basket! 🍁

Celebrate the season with everything you need for the perfect fall day at [Nelson's Pumpkin Patch](#)! One lucky winner will take home a **fall-themed gift basket** with seasonal goodies, including:

- 📅 **Four Day Passes** to Nelson's Pumpkin Patch
- 🍂 **Four Pumpkins** to pick and take home
- 🍎 A basket of cozy, seasonal treats
- 💳 A **\$50 Gift Card** for even more fall fun

It's the ultimate way to experience autumn with family and friends. Enter today for your chance at a festive fall prize!

Email

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CONTINUE >

When do you usually plan your first trip to the pumpkin patch each fall?

Required

- ☐ Early September
- ☐ Late September
- ☐ October
- ☐ More than once!

What's your favorite part of Nelson's Pumpkin Patch?

Required

- ☐ Picking pumpkins
- ☐ Sunflower field
- ☐ Family activities/maze
- ☐ Food & treats
- ☐ New events

☐ Yes, I'd like to receive info and offers from Nelson's Pumpkin Patch

Vala's Season Passes

NRG - Omaha

- Ran across 4 stations
- Sponsor: Local Pumpkin Patch & Apple Orchard
- 2,600+ sponsor opt-ins
- Collected valuable data:
 - How often do you visit Vala's in a season?
 - What's your favorite attraction at Vala's?
 - What's your favorite food at Vala's?
- Revenue: \$8,000



enter to win
TWO SEASON PASSE

Enter to win a two 2025 season passes to Vala's Pumpkin Patch & Apple Orchard

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CONTINUE >

How often do you visit Vala's in a season?

☐ Once

☐ Twice

☐ Three times

☐ Four or more

What's your favorite attraction at Vala's?

☐ Cousin Lauren's Rac'n' Pigs

☐ Jan's Carousel

☐ Stefan's Country Drive

☐ Hayrack Ride to the Pumpkin Field

☐ Barnyard Adventure Ride

☐ Egg Scramble

☐ Big Slide Ride

☐ Lost Pumpkin Mine

☐ Haunted Farmhouse

☐ Pumpkin Lights Trail

☐ Jumping Pillow

☐ Pumpkin Creek Train Ride

☐ Other

What's your favorite food at Vala's?

☐ Pies

☐ Turkey Legs

☐ Mini Chocolate Chip Cookies

☐ Soft Pretzels

☐ Donuts

☐ Caramel Apples

☐ Fudge

☐ Kettle Corn

☐ Potato Ribbons

☐ Fried Chicken

☐ BBQ

☐ Ice Cream and Sundaes

☐ Other

Breast Cancer Awareness Sweepstakes

The Villages

- Sponsor: Local insurance agency
- 1,200+ entries
- 18 hot leads for sponsor



ENTER TO WIN A
\$250 GAS GIFT CARD

**BREAST
CANCER
AWARENESS**

THINK
PINK!

.....

Mid Florida Agencies is
your Breast cancer sponsor-
for the month of October.
Enter for your chance to
WIN a \$250 Gas Gift Card
🎁.

Mid Florida Agencies, your
local Florida Blue office. We
are here to help with any
insurance needs. We have
plans for all ages and are
the experts to assist you
throughout the year at no
additional cost to you.

.....

Mid Florida Agencies
Florida Blue | Florida Blue
MEDICARE
(352) 259-0666

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CONTINUE >

Would you like a complimentary Health
insurance coverage review from Mid-
Florida Agencies?

☐ Yes

☒ No



Holiday



Halloween



Ultimate Halloween Night Out

KQKQ-FM

- Sponsor: Local haunted house
- Prize included tickets to haunted house, gift card to local restaurant, & \$50 gift card for the ride home
- 67 newsletter opt-ins
- Sponsor saw an 8% increase in attendance YOY
- **Revenue: \$3,280**



ULTIMATE HALLOWEEN NIGHT OUT

SWEET 98.5 **SCARY ACRES**

SCARES 4 COMBO & SPEED PASSES TO SCARY ACRES

DINNER DINNER FOR 4 AT 72 TABLE & TAP

DRIVE \$50 GIFT CARD (FOR A SAFE RIDE HOME)

You & 3 friends could have the BEST Halloween EVER!

Sweet 98.5 & Scary Acres have you covered for the Ultimate Halloween Night Out!

Complete with:

- 👁️ 4 Combo & Speed Passes to Scary Acres
- 🍔 Dinner for you and 3 friends at 72 Table & Tap
- 🚗 \$50 Gift Card for transportation or a safe ride home

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CONTINUE >

Spook-Tacular Costume Contes

River Radio

- 3 phase contest
 - Submission phase
 - Voting phase
 - Bracket phase
- 55 sponsor opt-ins
- Revenue: \$2,675



Vote now to send your favorite into the Top 10

Already Entered?

The Promotion has Ended



Cierra Crites/Beer Pong

SHARE

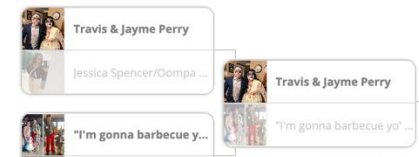
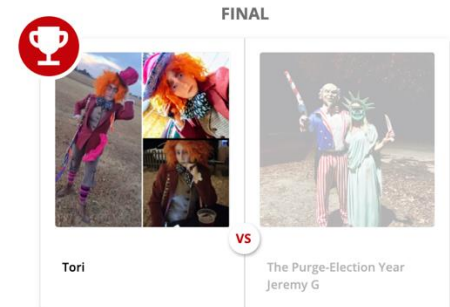


National Lampoon Christmas Vacation



Already Voted?

Voting has ended



Halloween Gift Card Giveaway

Asheville Citizen Times

- Sponsor: Local small business/retail store
- 200 sponsor opt-ins
- Data gathered:
 - Have you ever been to Saunooke's Mill & Shop in Cherokee, North Carolina?
- **Revenue: \$8,000**



ENTER NOW
for your chance to be
one of four lucky winners
of a Saunooke's Mill &
Shop
\$100 Gift Card!

**ONE WINNER
CHOSEN EACH WEEK!**

Better your chances and
ENTER DAILY, but hurry,
contest ends
Friday, October 31, 2025.

Email

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CONTINUE >



Seasonal



November



Fremont Ford Final Yard Toy Drive/Tag Your Trophy

County 10

- 2 separate sweepstakes
 - Giveaway tied to sponsor's toy drive
 - Codeword contest where listeners had to tune in for the daily codeword
- Lead-gen questions
 - Are you currently shopping for a truck/SUV that fits your hunting/outdoor style?
- 130+ sponsor opt-ins
- Revenue: \$5,000



Are you currently shopping for a truck or SUV that fits your hunting and outdoor lifestyle? Required

- ☐ A) Yes — I'm actively in the market and want to find the right truck or SUV soon.
- ☐ B) Maybe — I'm exploring options and open to learning more about vehicles that fit my lifestyle.
- ☐ C) Not right now — but I'd like to hear about future deals or vehicles that fit hunters and outdoorsmen.

Which features are most important in your next vehicle? Required

- ☐ A) Towing power — I need to haul my hunting gear, camper, or trailer.
- ☐ B) Off-road ready — give me 4x4 and the ability to get to the backcountry.
- ☐ C) Storage space — I need room for equipment, coolers, and everything else.

The Beer Hunter

KXRA-FM

- Captured fun spirit of 'beer hunting season'
 - Sponsored by local liquor store
- Prize: Cooler and 12 pack of mix & match beer
- 4th year sponsor has run this contest



ALEXANDRIA'S
Downtown & Plaza
Liquor Stores

&

KX92
CLASSIC ROCK

present
The Beer Hunter

Enter to win a cooler and 12 pack mix & match beer from Downtown & Plaza Liquor

It's Beer Hunting Season!! And that means it's your chance to WIN! Alexandria's Downtown & Plaza Liquor Stores is giving away a cooler and a mix and match 12-pack of beer to one lucky beer hunter!

Register now!

Email Required

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CONTINUE >

Two-EE's Winery Black Friday Giveaway

Federated – Ft. Wayne

- Syndicated promotion run by 5 stations
- Nearly 600 sponsor opt-ins
 - 585 wanted to learn more about Two-EE's Winery Wine Club
- 37% entrants followed on FB
- Contest helped sponsor hit stretch goal of \$22,000 of gross revenue per day
 - Increased revenue 20% YOY



ENTER TO WIN

In-Store & Online

\$50 Gift Card

to Two-EE's Winery
and a

\$500 Visa Gift Card

Register to win below!

Email

Required

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CONTINUE >

Ready to save? Did you know Two-EE's Winery Black Friday sale starts Nov 21st!? Bottles starting at just \$4 before additional discounts!

Required

- ☐ Yes
☐ No

Would you like to learn about the Two-EE's Winery Wine Club + other cool things?

Required

- ☐ Yes
☐ No

☐ Yes, I would like to receive more information from Two EE's Winery.

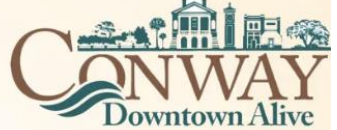
Shop Small in Conway

My Horry News

- Sponsored by Conway Downtown Alive
 - Promoted local businesses in the downtown area & shopping local for Small Business Saturday
- Prize: \$100 gift card to be used at a downtown business
- 124 newsletter opt-ins

WIN BIG WHEN YOU SHOP SMALL IN DOWNTOWN CONWAY!

Enter: 10/29-11/16
Winner Contacted: 11/17



Shop Local



SWEETSTAKES
WINNER WILL RECEIVE
A \$100 GIFT CARD TO
BE USED DOWNTOWN!



Enter in the Conway Downtown Alive
Sweepstakes Now!

The winner receives a \$100 gift card to be used
downtown!

*Remember to Shop Small Business Saturday on November 29th in
Conway!

Email

Required

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CONTINUE >

Guess Joplin's First Snowfall

KIXQ-FM

- Entrants asked to predict the date that Joplin would get it's first inch of snow of the season
- Contest opened in November and went on through January when the first inch of snow occurred
- 255 sponsor opt-ins
- 105 promotions opt-ins
- 36 weather app downloads
- **Revenue: \$3,000**

Guess Joplin's First Snowfall

WIN FREE WASHES FOR A YEAR!

Zimmer MARKETING **HURRICANE CARWASH**

When will Joplin get it's first snowfall of at least one inch? How much snow will we get?

Your answer to those questions could win you a year of Free Carwashes at Hurricane Carwash! Sign up and make your guess now!*

*No waiting until the last minute! Guesses made within the 72 hours prior to the first snowfall will not be eligible!

Email

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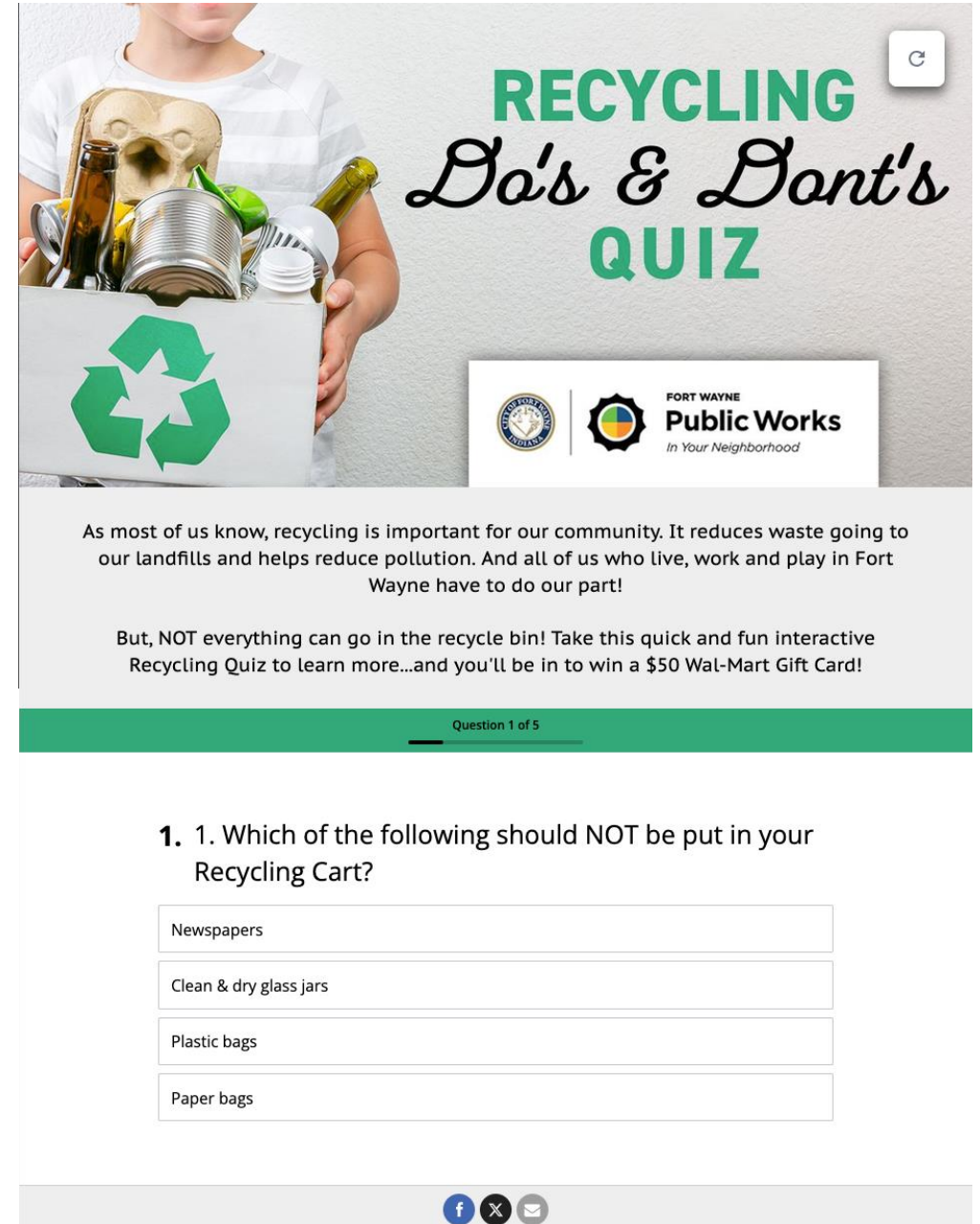
What will be the date of Joplin's first snowfall (of at least one inch)? Required

How much snow do you think we'll get on the date you predict? (Guesses made within the 72 hours prior to the first snowfall will not be eligible) Required

Recycling Quiz – City of Fort Wayne

Federated – Fort Wayne

- Sponsor: City of Fort Wayne Public Works
- Goals:
 - Educate their audience about what can and can't be recycled.
 - Grow their audience
- 313 Opt-ins for the City of Fort Wayne
- 648 pledges to their part to properly dispose of household hazardous waste
- **Revenue: \$8,000**



The image shows a digital interface for a recycling quiz. At the top, a child holds a recycling bin filled with various items like cardboard, glass bottles, and metal cans. The title 'RECYCLING Do's & Dont's QUIZ' is displayed in green and black text. Below the title, there are logos for the City of Fort Wayne and Fort Wayne Public Works. A paragraph explains the importance of recycling and introduces the quiz. The quiz progress bar shows 'Question 1 of 5'. The first question asks which item should not be put in a recycling cart, with four options: Newspapers, Clean & dry glass jars, Plastic bags, and Paper bags. At the bottom, there are social media icons for Facebook, Twitter, and Email.

RECYCLING *Do's & Dont's* QUIZ

  **FORT WAYNE
Public Works**
In Your Neighborhood

As most of us know, recycling is important for our community. It reduces waste going to our landfills and helps reduce pollution. And all of us who live, work and play in Fort Wayne have to do our part!

But, **NOT** everything can go in the recycle bin! Take this quick and fun interactive Recycling Quiz to learn more...and you'll be in to win a \$50 Wal-Mart Gift Card!

Question 1 of 5

1. 1. Which of the following should NOT be put in your Recycling Cart?

Newspapers

Clean & dry glass jars

Plastic bags

Paper bags



Holiday



Veteran's Day



Veteran Appreciation Tiny House Sweepstakes

WATE-TV

- Allowed audience to nominate veterans deserving of winning a free tiny home
- 300+ opt-ins for WATE-TV
- 363 sponsor opt-ins



There will be one (1) winner in this Sweepstakes. On August 11, 2025 at 12:00pm Eastern Time, the winner will be randomly selected from all eligible entries and notified they won by phone and/or e-mail. The winner will receive:

· One (1) gift certificate, courtesy of and redeemable at Incredible Tiny Homes, Inc, 850 Industrial Road Newport, TN 37821, for one (1) custom-built 300 Square Foot Mini Ace Tiny Home (local delivery – ON August 21, 2025 - included).

· One (1) voucher for furniture – up to a retail value of \$7,500.00, courtesy of and redeemable at Knoxville Wholesale Furniture, 410 N Peters Road, Knoxville, TN 37922.

· One (1) check made payable to the winner, courtesy of Y-12 Credit Union, 501 Lafayette Dr. Oak Ridge, TN 37830.

Email

Required

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CONTINUE >



Holiday



Thanksgiving



Thot-ful Thursdays

KOPW-FM

- Run around Thanksgiving
 - A way to showcase listeners & give them a spotlight to show love and appreciation for people in their life
- Weekly winners – both the nominee & the nominator
- Shared stories each week on social

THOT-FUL THURSDAYS

Nominate someone you're thankful for and you could each win \$200!



We want to celebrate those holding it down in your life...

Nominate someone special and tell us why you are thankful for them! Each *Thot-ful Thursday*, we will announce a nominee AND nominator to win \$200 each!

Email

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CONTINUE >

**Power 106.9**
@power1069

Our ✨ THOT-FUL THURSDAYS ✨ winner from last week is Shelby! 🎉
Nominated by Alicia, they each won \$200! Check out the amazing things Alicia had to say about Shelby below! 📄 🥰

Nominate someone YOU are thankful for now at power1069fm.com! ❤️



ALICIA + SHELBY

THOT-FUL THURSDAYS

"Shelby is an absolute angel in human form. She takes care of everyone around her and goes out of her way to help strangers. I'm convinced she doesn't even sleep because she's always on the grind and in twenty places at one time. There's nothing she can't do and she does it all with a positive attitude and will drop everything to be there for anyone without hesitation. She is my rainbow gel pen in a sea of blue and black writing utensils, and I couldn't imagine laughing like a hyena and twerking in the middle of the road with anyone else. Hands down my favorite thottie."

Sidesgiving Voting Bracket

WDEF-TV

- Sponsor: Local grocery store
- 4th year running with the same sponsor!
- Supported by email, digital banners, social media, and video promos
- 130 sponsor opt-ins



Thanksgiving is quickly approaching, and the smell of roast turkey is already in the air!

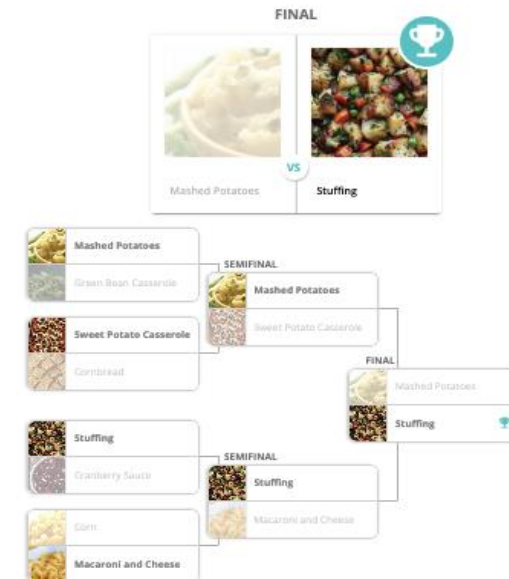
Turkey is great and all, but we know the best part of every Thanksgiving feast is the side dishes! Who can resist a plateful of buttery mashed potatoes, or a second helping of green bean casserole?

Vote for your favorite Thanksgiving side dish in News 12's Sidesgiving Bracket Challenge for a chance to win a \$100 Food City gift card!

Play one round or all three to find the Tennessee Valley's favorite Thanksgiving side dish!

Already Voted?

Voting has ended





Seasonal



December



Warm Up a Family This Holiday

KYCK-FM

- Combined a high-need home upgrade with holiday goodwill
- Lead-gen questions
 - How old is your current water heater?
- Included coupon in Thank You Email
- **Revenue: \$1,000**



Win a Hot Water Heater This Holiday

This holiday season, Precision Plumbing war up your home... and your heart! One lucky G resident will win a **brand-new hot water heater installed** by the trusted local experts at P Plumbing.

Whether your water runs cold or your tank better days, this is your chance to **upgrade** free! Precision Plumbing loves serving the G community and is proud to give back this

**Official Contest Rules*

ENTER NOW:

Email Required

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CONTINUE >

How old is your current water heater? Required

- ☐ Less than 3 years old
- ☐ 3-6 years old
- ☐ 7-10 years old
- ☐ More than 10 years old
- ☐ Not sure

When was the last time you had your water heater flushed or serviced? Required

- ☐ Within the past year
- ☐ 1-2 years ago
- ☐ 3-5 years ago
- ☐ More than 5 years ago
- ☐ I've never had it serviced / Not sure

☐ Yes, I'd like to receive info and offers from Precision Plumbing

Winterfest Weekend Sweepstakes

SunSentinel

- Comprehensive campaign with prize including plane tickets & hotel accommodations
- Multiple sponsors
- 2nd time running promotion
 - 101% entry increase YOY
- 2,400+ promotions opt-ins
- **Revenue: \$6,500**



CHANCE TO WIN A WINTERFEST WEEKEND



SWEEPSTAKES brought to you by **SunSentinel**
MEDIA GROUP

ENTER TO WIN

Official Winner will be drawn on or about November 28, 2025

Sweepstakes entry does not require a credit card

Email

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CONTINUE >

Parkview Field Holiday Lights VIP Contest

Federated – Ft. Wayne

- Syndicated promotion run by 3 stations
- 560 sponsor opt-ins
- 48% entrants followed on FB
- 2nd year running this promotion
- **Revenue: \$3,000**



Holiday Lights at Parkview Field is a walk-thru experience of the ballpark featuring more than 1 million lights and displays, plus a train ride, choreographed to holiday music!

Enter here for your chance to win

- 4 tickets
- Train ride passes
- \$100 concession gift card

Email

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CONTINUE >



Holiday



Christmas/



Winter Holidays

Operation Christmas Care Package

WBYR-FM

- Nominate a local military family to receive a care package
- Collected stories they could tell on-air
- **Revenue: \$2,000**

UP TO \$1500 IN CHRISTMAS GIFTS!

Operation Christmas Care Package

**NOMINATE
A LOCAL
MILITARY
FAMILY
TODAY!**



Nominate a local military family to win up to \$1,500 in Christmas gifts!

Email

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CONTINUE >

Jingle Bell Jackpot

NRG

- Multi-media package
 - Online contest, newsletter ads, sponsored videos, on-air giveaways & remote appearances
- Gathered data for the stations
- 300 sponsor opt-ins
- Ticket sales up YOY
- **Revenue: \$13,500**



The banner features a festive green background with white snowflakes and a large red bow at the bottom left. The title "JINGLE BELL Jackpot" is prominently displayed in the center. To the right, logos for "SWEET 98.5" and "OMAHA Holiday BOUTIQUE" are visible. A red box on the right side of the banner lists the prizes: "\$150" and "2 TICKETS TO OMAHA HOLIDAY BOUTIQUE", with the dates "Nov. 14 - 16 | CHI Health Center" below.

Enter to win the Jingle Bell Jackpot which includes
\$150 and two tickets to the Omaha Holiday Boutique
14-16 at The CHI Health Center

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CONTINUE >

Do you listen to Spicoli + Meg Mornings from 6AM - 10AM?

☐ Yes

☐ No

How many times a week do you listen to Sweet 98.5?

☐ 1-2 Days

☐ 3-4 Days

☐ 5+ Days

Grand Holiday Giveaway

KRIV-FM

- Sponsor: GrandPad
 - A tablet built for seniors
- 100 entries
- Data gathered:
 - Are you looking for a simple, safe way to connect with a senior who lives far away?
- Revenue: \$1,000



Grand Holiday Giveaway: Stay Connected with the Ones Who Matter Most

This holiday season, we're celebrating the joy of staying close to family and friends with the **Grand Giveaway!** One lucky participant will win a smart, easy-to-use tablet made just for seniors to chat, share photos, and stay connected with you love most, all with simplicity and peace.

Enter now for your chance to make this holiday extra special!

ENTER NOW:

Email Required

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CONTINUE >

Do you have a loved one who struggles with using traditional technology? Required

- ☐ Yes
- ☐ No
- ☐ I'm not sure

Are you looking for a simple, safe way to connect with a senior who lives far away? Required

- ☐ Yes
- ☐ No
- ☐ Possibly, I'm exploring options

☐ Yes, I would like to receive info and offers from GrandPad

Christmas Mega Ticket

WBYT-FM

- Sponsor: Local theatre
- Extra chances for FB, Insta, & visiting website
- 740+ sponsor opt-ins
- 170+ text club opt-ins
- Nearly 400 contests/concert updates opt-ins
- Data gathered:
 - How many concerts do you attend annually?
- **Revenue: \$3,500**



The graphic features a decorated Christmas tree on the left. To its right is a large red ticket that says "WIN A PAIR OF TICKETS" at the top, "CHRISTMAS MEGA TICKET" in the center, and "CONCERTS IN 2026" at the bottom. The ticket also lists "SHOWS INCLUDE THE FRONTMEN, LOCASH, CHASE MATTHEW, SARA EVANS, BILL ENGVALL" and has the "BLUE GATE THEATRE" logo. A "B100" logo is in the bottom right corner of the graphic.

Enter to win a pair of tickets to 5 BIG shows at the Blue Gate Performing Arts Center in 2026!

This years shows include
The Frontmen, LOCASH, Chase Matt

Email

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CONTINUE >

Have you ever attended a concert at the Blue Gate Performing Arts Center? Required

-- Select One --

How many concerts do you attend annually? Required

-- Select One --

☐ Yes, please sign me up to receive emails on exclusive news & special events at the Blue Gate Restaurant and Theatre

Holiday Gift Card Giveaway

USA TODAY

- Sponsor: Local department store
- Extra chances for FB, Insta, YouTube, TikTok, & visiting website
- Nearly 1,000 sponsor opt-ins
- Valuable data gathered:
 - When you shop at Forman Mills, what do you shop for?
- **Revenue: \$60,000**



ENTER NOW!

You could be the lucky winner
of a \$300 or \$500
Forman Mills Gift Card!

Better your chances and
ENTER DAILY, but hurry,
contest ends
Sunday, December 14, 2025.

Email Required

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CONTINUE >

Do you have kids? Required

-- Select One --



Do you enjoy and follow sports? Required

-- Select One --



When you shop at Forman Mills, what
do you shop for? Required

- ☐ Myself
- ☐ My family
- ☐ My home
- ☐ All of the above
- ☐ I do not shop at Forman Mills

Winner, Winner, Christmas Dinner Giveaway

WWAY-TV

- Marketing package included promos, banner ads, a boosted Facebook post, and a homepage takeover
- Data for prize and internal use gathered:
 - Do you prefer a gift card towards a restaurant or grocery store?
- 100+ opt-ins
- **Revenue: \$1,250**



Enter to win a \$350 gift card!

WWAY is teaming up with both WWE Home Improvement and The Giroux Group to give one lucky family in the Cape Fear region a \$350 gift card to either a restaurant or grocery store this holiday season!

WWE Home Improvement's mission is to transform spaces through quality craftsmanship and personalized service. They are committed to delivering exceptional painting, design, and restoration services that enhance the beauty and value of every home or business they touch. With a focus on detail, reliability, and customer satisfaction, they strive to create environments that reflect their clients' unique visions while fostering long-lasting relationships built on trust and excellence.

The Giroux Group, LLC's mission is to deliver excellence across every venture it undertakes. As the parent company of WWE Home Improvement, they bring a shared commitment to quality, reliability, and customer satisfaction.

Make this year's holiday dinner one to remember—entry to win ends on Friday, December 12th.

Email

Required

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

CONTINUE >

12 Days of KELOLAND+

KELO-TV

- Used to promote their CTV channel
- Gave away 12 Roku devices over 12 days
- 15% uptick in downloads of CTV channel
- 600+ newsletter opt-ins



We want to give you the gift of KELOLAND+! That's why we're giving away one Roku streaming stick every day for 12 days (beginning 12/14)! It's the 12 days of KELOLAND+ and 12 chances to win!

No golden rings and you won't find lords a-leaping, but you will find KELOLAND News Live, KELOLAND+ originals and always KELOLAND stories on demand...all FREE! Enter now below!

KELOLAND+ is available on Roku, Fire, Apple and Samsung TVs. [Click here for details.](#)

Email Required

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[CONTINUE >](#)

Jingle Bucks Giveaway

Federated - South Bend

- Delivered meaningful results for marketing database
 - Combined strong holiday appeal with a clear long-term strategy
- Structured the quiz as a survey
 - what they had purchased in the past
 - what prevented them from buying
 - what types of local businesses would motivate them to purchase in the future
- 820 new blog opt-ins
- 586 new SMS opt-ins
- 467 new email opt-ins
- 15 new local business leads submitted through bonus entry forms



Jingle Bucks

GIVEAWAY

Take our survey and win \$300 for your holiday shopping!



We want to hear from YOU!

Take a few minutes to share your thoughts about My Deals Michiana, and help us make 2026 our best year yet.

Your feedback matters, and we're grateful for your time, so every participant will receive a special surprise just for completing the survey!

Plus, one lucky winner will receive \$300 that will go towards their holiday shopping!

Ready to make your voice heard? Let's get started!

Question 1



1. How often do you use My Deals Michiana?

Regularly!

I have bought from My Deals Michiana in the past, but it has been a while.

I have heard of My Deals Michiana, but I have never made purchase.

What is My Deals Michiana?

Beef for the Holiday

Sheridan Media

- Multiple sponsors - all local farm to table or small processing/storefront businesses
- Used to educate audience about how many local suppliers were in their area
- **Revenue: \$2,800**
- 80% of sponsors want to run again!



BEEF UP THE HOLIDAYS SWEEPSTAKES

3 Winners will get **\$100** in beef and merchandise!

Enter Now through December 14th!

Sponsors: Sheridan County Cattlemen's Assn., Cross & Dairy, Big Horn Mountain Farms, Valley Meat Co., Big Horn Meat, IM Bar Longhorns, Buckshot, Double Meat Processing.

ENTER NOW!

Email Required

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CONTINUE >

Annual Wrapping Paper Contest

Chattanooga Times Free Press

- Children submit designs for wrapping paper
- 128 entries
- 294 votes
- Winning wrapping paper printed and sold



Since 2002, the Chattanooga Times Free Press has sponsored an annual contest for students in grades 1-5 to design a sheet of wrapping paper that will be printed in the newspaper and used by readers to wrap their gifts.

Students create their design (one per child) on an 8-by-10 sheet of plain white paper. The winning entry, as selected by a panel of judges, will be expanded into a larger newspaper broadsheet, about 22 by 22 inches. Several runner-up designs will be printed on the reverse side.

The gift wrap will be included in the Sunday, Dec. 21, edition of the newspaper, along with a story about the young artist. Readers will be able to view the winning finalists and vote in a Readers' Choice contest at timesfreepress.com.

The deadline for entry is 11:59 p.m. Sunday, Nov. 30. All entries must be submitted digitally.

Be sure to keep a physical copy of the artwork after you submit in case it's the winning design!

Already Entered? [Search](#)

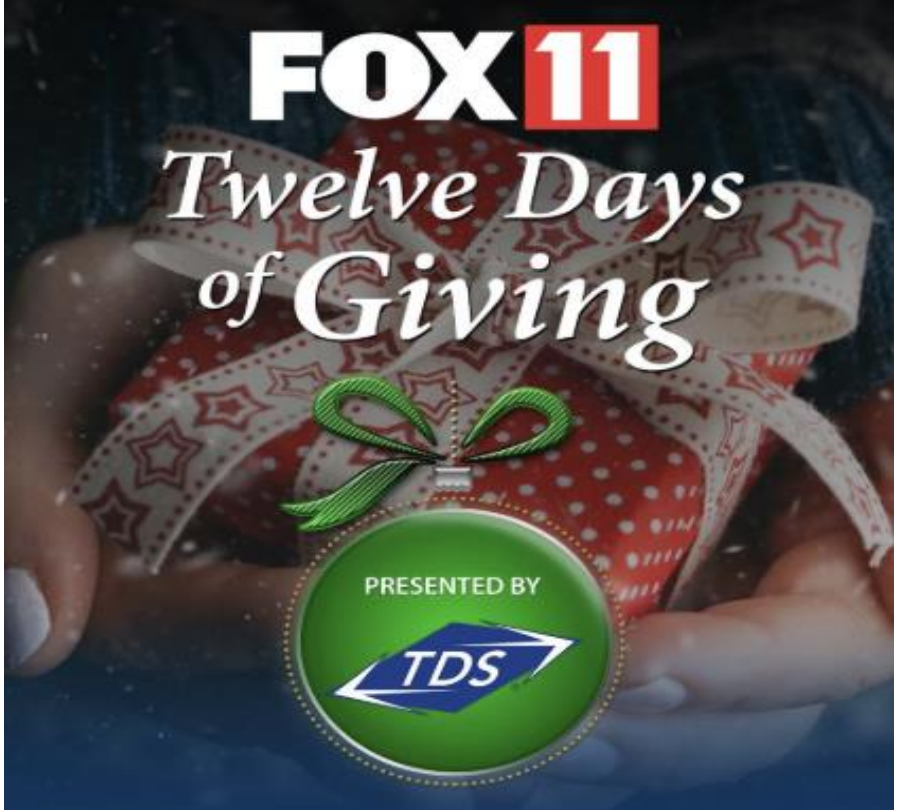
The Promotion has Ended



Twelve Days of Giving

WLUK-TV

- 12-day sweepstakes around the holidays
- 1 winner drawn daily & one grand prize winner
- Local sponsors provided prizes
- 2,300+ promotions opt-ins
- Nearly 700 daily news opt-ins



The banner features the FOX 11 logo at the top, followed by the text "Twelve Days of Giving" in a large, elegant script. Below this, a hand is shown holding a red gift box with a green ribbon bow. A green circular badge with the TDS logo is attached to the bow. The background is dark with a subtle star pattern.

Email Required

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CONTINUE >

OnPath Credit Union Grand Opening Sweepstakes

WWL-TV

- Promoting store opening of local credit union
- Lead-gen data
 - Do you currently pay rent or a mortgage payment at your current residence?
 - If you could change one thing about your current residence, what would it be?
- 6,000+ sponsor opt-ins



Email

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CONTINUE >

Do you currently pay rent or a mortgage payment at your current residence? Required

-- Select One --

If you could change one thing about your current residence, what would it be? Required

-- Select One --



Holiday



New Years' Eve



New Year's Eve Live: Nashville's Big Bash

USA TODAY

- Sponsor: Visit Nashville
- Extra chances for Instagram & X
- 20,000+ sponsor opt-ins
- Data gathered:
 - Have you ever visited Nashville before?
- Revenue: \$40,000



New year, new memories in Music City! Enter to win a trip to [Jack](#)

[Daniel's New Year's Eve Live: Nashville's Big Bash](#)

Celebrate Nashville's NYE Giveaway Presented by Jack Daniel's

Step into 2026, the Music City way! Enter for the chance to win an incredible trip to [Jack Daniel's New Year's Eve Live: Nashville's Big Bash](#), including round-trip domestic airfare, hotel accommodations, special viewing hospitality access, and more. Enjoy live performances by [Lainey Wilson](#), [Jason Aldean](#), and [Bailey Zimmerman](#), along with special appearances by [CeCe Winans](#) and [The Fisk Jubilee Singers](#). You're not going to want to miss this!

Grand prize package for (2) two includes:

- Round-trip domestic coach airfare for (2) two people to Nashville, TN
- (3) Three-night hotel stay at [Tempo by Hilton Downtown Nashville](#) (December 30 - January 2, 2026)
- (2) Two Special Viewing Passes for the Jack Daniel's New Year's Eve Live: Nashville's Big Bash
- (1) One Music City Attraction Pass – good for (2) two people to experience over 25+ area attractions
- (1) One Music City Gift Bag

Note: Prize package is valid until January 2, 2026.

No Purchase Necessary. Must be a legal U.S. resident 21 years or older to enter. Void where prohibited. Sweepstakes ends December 16, at 11:59pm CT. [NYE Privacy Policy](#)

Email

Required

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CONTINUE >





National Sweeps



National Sweepstakes

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

Next \$15,000 Sweepstakes
**November 2, 2026 – December 8,
2026**



Crary Thankful: \$15,000 Holiday Giveaway

Leighton – Grand Forks

- Real estate sponsor
 - \$250 local prize
- 189 sponsor opt-ins
- 180+ opt-ins per station
- **Revenue: \$3,750**



Crary Thankful: \$15,000 Holiday Giveaway

We're feeling extra thankful this season – and you could be too! Enter for your chance to **WIN \$15,000** to make your holidays brighter, bigger, and better than ever!

Plus, to celebrate **over 30 years of serving the Grand Forks community**, Crary Real Estate is saying *thank you* with a special **local \$250 prize** for one lucky winner.

Enter **daily** for more chances to win!

ENTER NOW:

Email Required

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CONTINUE >

Winter Welcome Home Sweepstakes

Maple Ridge – Pitt Meadows News

- Sponsor: Group Grove with Sutton Real Estate
- 51 sponsor opt-ins
- Valuable data gathered:
 - 53 plan to buy a new home in the next 12 months
 - 49 plan to sell in the next 12 months
 - 53 opted into a free market evaluation

ENTER TO WIN 15K
OR A SAMSUNG GALAXY A07 NEW

Get cozy this season with the Winter Welcome Home Sweepstakes.

Enter for your chance to win fifteen thousand dollars as part of the National Sweepstakes or a Samsung Galaxy A07 valued at two hundred dollars from MeganCosta.ca with Sutton Premier Realty.

Picture yourself relaxing at home this winter with a brand-new phone or a grand prize that could help make your dream reality.

Open to Canadian residents aged nineteen and older. Local and national prizes awarded separately, and you cannot win both.

Dreaming of a cozy new home this winter?
Explore beautiful listings and contact Megan Costa today to start your home search.

Take a look

Email

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CONTINUE >

A few questions from our sponsor, Megan Costa and The Grove Group with Sutton Real Estate. **Required**

Select all that apply:

- ☐ I plan to buy a home in the next 12 months
- ☐ I plan to sell a home in the next 12 months
- ☐ I'd like a free, no-obligation market evaluation

☐ Keep me updated by email from Megan Costa at Sutton Premier Realty.

Wild Country 99's: Holiday Triple Play

KZPK-FM

- Sponsor: Channel Marine & Sports
- 7,586 Entries
- Lead-gen questions:
 - How old is current boat or Pontoon?
 - Do you have a lake home or seasonal cabin on the lake?
- 48 sponsor opt-ins
- Revenue: \$2,800



Get Ready for the Ultimate Holiday Triple Pay!

We're giving you **\$15,000** to make your holidays unforgettable — \$5,000 for gas, \$5,000 for groceries, and \$5,000 for gifts! 🎁🛒

Enter **daily** at **WildCountry99.com** for your chance to win and every week we're also giving away \$100 from Channel Marine & Sports in Richmond! Don't miss it! Your stress-free holiday starts here!

ENTER NOW:

Email Required

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

CONTINUE >

Do you have a lake home or a seasonal cabin on the lake?

- ☐ Year-round lake home
- ☐ Seasonal cabin
- ☐ Seasonal resort/Campground
- ☐ I do not live on lake

How old is your current boat or pontoon?

- ☐ 3 years old or newer
- ☐ 4-8 years old
- ☐ 9-15 years old
- ☐ Older than 15 years
- ☐ Do not have a boat or pontoon

☐ Yes, I would like to receive info and offers from Channel Marine & Sports

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: 300x200px

8. Invite &

Feature y

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database

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Rec. size: 800x200px

 **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

stions on the contest registration form

sweepstakes thank-you page

base 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)

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

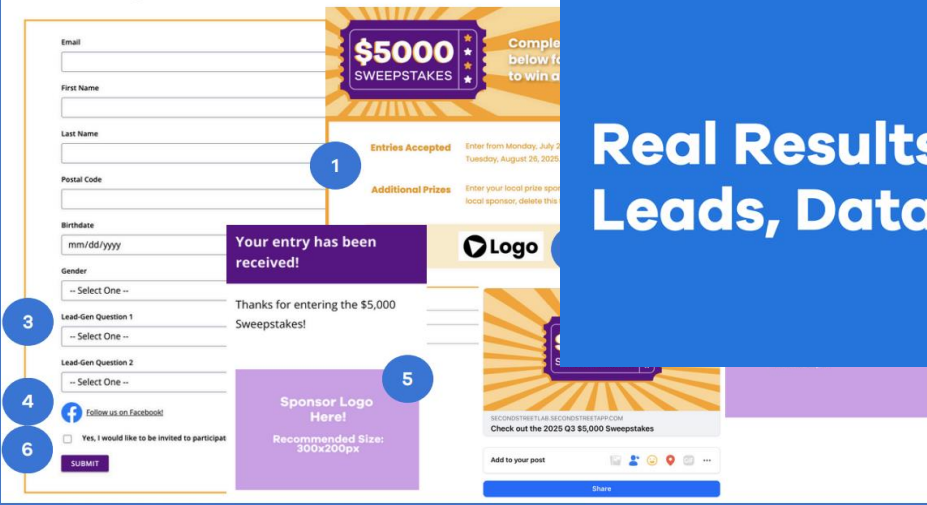
be sent at the beginning of the campaign

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 form below to win a \$5,000 prize".
- 2:** A "Sponsor Logo" section with a placeholder for a logo.
- 3:** A "Lead-Gen Question 1" section with a dropdown menu.
- 4:** A "Lead-Gen Question 2" section with a dropdown menu.
- 5:** A "Sponsor Logo Here!" section with a placeholder for a logo.
- 6:** A "Facebook Follows" section with a "Follow us on Facebook!" button and a checkbox for "Yes, I would like to be invited to participate".

The form also includes fields for Email, First Name, Last Name, Postal Code, Birthdate, and Gender. A "SUBMIT" button is at the bottom.

2027 National Sweepstakes

US and *Canadian Partners



*Excludes Quebec



Your Q4 Plan



Q4 Promotions Calendar

Campaign Idea	Q4 Revenue
Seasonal Sweepstakes	\$5,000
Fall Photo Contest	\$4,000
Q4 \$15K National Sweeps	\$5,000
Multi-Advertiser Holiday Giveaway	\$15,000
Holiday Bracket	\$3,000
TOTAL	
	\$32,000



Resources

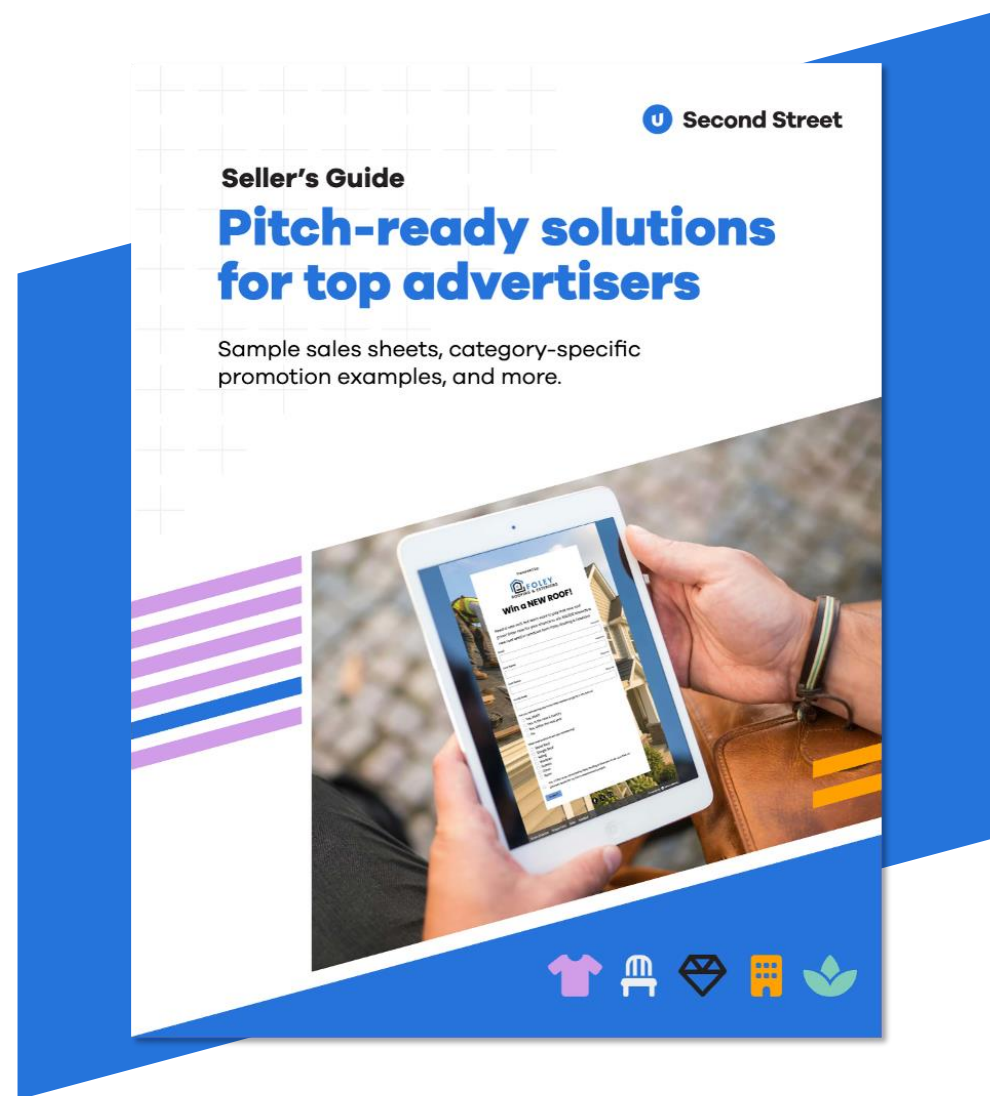


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Thank You!



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