

# ULTIMATE VALENTINE'S GIVEAWAY PROMOTION 2021

*Exclusive category participation in this Advertiser's Showcase campaign will set your business apart from the competition while delivering actionable leads based on custom lead generating questions.*



## WHAT IT IS

The Ultimate Valentine's Giveaway is a multi-day series of sponsor giveaways held in early February 2021. One sponsor is highlighted each day. The series culminates with the Grand Prize Giveaway. Sponsors get promotional value as well as leads generated throughout the campaign.

## HOW IT WORKS

1. Sponsors sign up to participate. Only one sponsor per category will be allowed to participate, guaranteeing exclusivity for our sponsors.
2. Sponsors provide (2) prizes with a MINIMUM value of at least \$75+ each (One for the individual giveaway, one for the Grand Prize)
3. An individual giveaway is created for each participating sponsor. These individual giveaways include customized lead gen questions for that sponsor, including opt ins.
4. On day one of the giveaway series, all of the giveaways go live.
5. Each day, a different giveaway is promoted via a dedicated email and social media.
6. At the conclusion of the promotion, entrants receive a "Thank You" email with customized additional information from the sponsors. Sponsors may include event, product, or coupons in this final email.
7. At the end of the giveaway series, a winner is selected for each giveaway and all of the giveaways are closed. A Grand Prize winner is also drawn from the entrants.
8. Sponsors are provided with the winner's contact info and deliver the prizes.
9. Sponsors are provided with data generated from the giveaways, including email addresses or other opt-in information.

## SPONSOR CATEGORIES

- Florist
- Jeweler
- Day Spa - Couples Massage
- Romantic Getaway- Lodging
- Candy Company
- Movie Theater
- Restaurant - Romantic Dinner
- Cocktails - Distillery
- Tickets to an event
- Date Night Activity Passes
- Winery - Wine Tasting
- Couples Counseling
- Photographer - photo shoot
- Boutique / Gift Shop
- Apparel Shop
- Other

Only one sponsorship per category will be granted.

**Site Statistics**

- 260K monthly pageviews
- 50K Facebook Followers
- 16K Instagram Followers
- 6K+ Newsletter Subscribers

SPONSORSHIP PACKAGE		VALUE
<b>DIGITAL</b>	<ul style="list-style-type: none"><li>• Your own giveaway that will be linked from our Ultimate Valentine’s Giveaway landing page (only one business per category will be offered)</li><li>• Up to (3) lead-generation questions on the contest registration form</li><li>• Digital offer/coupon on the sweepstakes thank-you page</li><li>• Opt-in for your email database on the sweepstakes registration form</li><li>• Optional Facebook Like box on the sweepstakes registration form</li><li>• Optional Instagram Follow box on the sweepstakes registration form</li></ul>	\$650
<b>SOCIAL</b>	<ul style="list-style-type: none"><li>• Boosted FB post for your giveaway</li><li>• Boosted FB post for the Ultimate Giveaway</li><li>• IG stories coverage for your business</li></ul>	\$300
<b>EMAIL</b>	<ul style="list-style-type: none"><li>• Dedicated Email for your giveaway</li><li>• Inclusion in giveaway kick off and wrap up email sent to our subscribers</li></ul>	\$500

**Promotion Run Dates:** Early February 2021

**Total Value:** \$1450

**Your Investment:** \$425 plus the prizes.

*Sales close: Friday, January 15, 2020*

