



## Website Giveaway Specs & Processes

<b>What is it?</b>	A website giveaway is an <b>article dedicated to showcasing your prize and business</b> . Most giveaways are around 300 words long and include photos. The giveaway will run for two weeks and be promoted on social media.
<b>Is my prize ok?</b>	Your prize must be <b>worth at least \$75</b> and have no strings attached. The winner must not be required to purchase anything. Coupons and discounts are not prizes and do not qualify as a giveaway.
<b>Who does the writing?</b>	A GRKIDS & Co. team member will write the giveaway based on the information you submit via our form.
<b>I want to have your readers perform a specific action to enter the giveaway. Is this possible?</b>	Probably, depending on what it is.  We always have readers leave a comment on the blog article for a first entry. Additional entries are possible. Options include: like a Facebook page, share the post, read an article and leave a comment, sign up for a newsletter, etc.
<b>Can you give me the email addresses of all of the entrants?</b>	No. <b>Our privacy policy prohibits us from sharing email addresses</b> with clients. If you would like to capture email addresses, consider using email signup as one of your additional forms of giveaway entry.
<b>Do I need to provide photos?</b>	Yes. Photos will be submitted at the same time you submit your giveaway information. Upload at least 3 JPG or PNG images.
<b>Will my photos work?</b>	Photos help us tell your story in a big way. Make sure <b>your photos meet these parameters</b> to boost your article's performance (low-quality photos will hurt your article): <ul style="list-style-type: none"><li>• Do not send photos with text overlay or filters.</li><li>• Please submit high-resolution images in PNG or JPG file format, and at least 800 px wide.</li><li>• You are liable for the photos you submit. Only send images that you have rights to. You must also have photo releases // permission from any of the identifiable people in your photos.</li></ul>
<b>What else do you need?</b>	Please upload a logo. If your prize has an expiration date, please include it.
<b>Where do I upload my photos and outline?</b>	You will be given a <b>link to an upload form</b> . You will upload your photos and your giveaway details at the same time.
<b>Who picks the winner?</b>	<b>We will choose a winner</b> and pass their contact info along to you.
<b>How does the winner get the prize?</b>	That is up to you. <b>Our office will give you the winner's contact info</b> . You will connect with them and let them know how to claim the prize.
<b>Will my giveaway publish on time?</b>	We hope so! If there is a delay in communication (you are on vacation, ill, etc) and we are unable to obtain content in a timely manner, the giveaway will be delayed.