

# National Sweepstakes Production Specs

The 2022 National Sweepstakes are national promotions open to all Second Street partners. 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. As a Second Street partner this is included in your license for 2022, so take advantage of this big opportunity to drive revenue and grow your database in 2022.

- 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. transparent .png)  
Rec. size: 200x500px
- 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 Like Box:** Optional Facebook Like Boxes 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

Entry Page 1- Desktop

Entry Page 2- Desktop

Form fields include: First Name (Required), Last Name (Required), Postal Code (Required), Birthdate (Required, mm/dd/yyyy), Gender (Required, dropdown), Lead Generation Question 1 (Required, dropdown), Lead Generation Question 2 (Required, dropdown), and an email opt-in checkbox.

Header: NATIONAL PRIZE! SWEEPSTAKES

Text: Complete the form below for your chance to win the prize!

Section: Additional Prizes. Enter your local prize/sponsor info here. If no local sponsor, delete this text.

Text: Entries accepted January 2021 - December 2021

Footer: button below, I... and Rules

Header: Your entry has been received!

Text: Thanks for entering our national sweepstakes! Click below to sign up for a discount from our sponsor

Text: INSERT SPONSOR HERE

Text: REC. SIZE: 300X200PX

Thank-You Message

Thank-You Email

Header: THANKS FOR ENTERING!

Text: entering our National Sweepstakes! Be sure to... with your friends to enter until the contest is...

Text: INSERT SPONSOR HERE

Text: REC. SIZE: 800X500PX

Acceptable Image Types: jpg, jpeg, png, gif