

**YOUR GUIDE TO  
BASKETBALL  
PROMOTIONS**



# Introduction

The basketball season is a huge opportunity to engage your audience. [40 million people](#) put their basketball knowledge on the line and fill out [over 70 million brackets](#).

That's a lot of passion around basketball that can be turned into a huge revenue opportunity. We've seen our partners drive upwards of \$58,000 with a single college basketball campaign!

## Are you ready to capture your share of the advertising dollars this year?

You certainly will be after reading this comprehensive playbook! Here you'll find a variety of basketball promotions and interactive content you can run, tons of success stories from our partners, and planning, promoting, and making money.

So what are you waiting for? Read on to find best practices, quick tips, case studies, and more.



**JULIE FOLEY**

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Have questions?  
Live chat with Julie!

## WHAT'S IN THIS GUIDE:



### Introduction

It's time to understand the slam dunk opportunity in basketball promotions.



### How to Plan

Create a robust plan to drive results.



### How to Make Money

Tips for creating promotions that will drive revenue.



### Case Studies & Inspiration

Check out real examples to help you find big success!



### How to Promote

Make sure your community can engage with your contests.



This icon indicates an available ready-made sweepstakes to be run as-is or customized for your company or advertiser.

[See the Turnkeys](#) ✨



# How to Plan

# Getting Started

Your bracket will be at the core of your college basketball campaign. However...

**Complementing your tournament bracket with additional promotions will increase your overall revenue, reach, and database growth.**

So how do you come up with a strategy to keep your basketball promotions on track?

1. Build your team
2. Set your goals
3. Choose your campaigns
4. Grow your revenue

## Build Your Team

The first step to building your basketball campaign strategy is to create a team that includes people from a variety of different departments in your organization. After all, your campaigns will have a greater impact when your internal teams are working together.

Your planning team should include people from the following departments: Sales, Marketing, Newsroom or Digital Content, and Audience Development.

## Set Your Goals

Before you begin planning your promotions and interactive content, you first need to determine both your goals and the goals of your advertisers. Here are a few common goals to kick off your brainstorming:

- 1 Increase your revenue.**  
Seek out multiple local sponsors to maximize your revenue potential during the basketball season frenzy.
- 2 Drive leads and advertiser results.**  
Include lead-gen questions on your entry and registration pages, so you can learn more about your consumers and market more effectively in the future.
- 3 Grow your email database.**  
Add an email opt-in to all your campaigns to generate more revenue with future email marketing campaigns.
- 4 Engage your audience.**  
Combine great prizes and heavy promotion across all platforms to keep your audience returning time and time again.



# Getting Started

## Game Plan

Once you have your team in place, start brainstorming promotion ideas and potential sponsors:

### What basketball programming or special sections do you run?

Any campaigns you run should be wrapped around what you're already doing. Connect your promotions and interactive content with your special programming to maximize your opportunity of reverse publishing results.

### What audiences do you want to target?

Your media company is probably looking to target specific audiences or demographics – maybe families, men, or students. This can be a great chance for you to tap into a niche audience.

### What advertiser categories do you want to seek out?

Is your media company looking to increase business with specific advertiser categories? Creating a campaign related to the basketball season and specifically designed to drive leads for an advertiser can be the perfect pitch for a sponsor wanting some new, fresh ideas.

### What local basketball events do you have?

Check out your local sports arena calendars for basketball games or events. Tickets to these events make great prizes for sweepstakes.

## Choose Your Promotions

Once you've made your game plan, it's time to select your promotions. Make sure your basketball contests engage your audience and complement your current programming.

- 1 Tournament Bracket**  
In this tournament pick'em, players can choose the team they think will make it all the way to the final championship game.
- 2 Quizzes**  
Quizzes help you gain insight into your audience, collect data, and drive sponsorship revenue. Think about themes like "Which Player Are You?" or "Which Mascot Are You?"
- 3 Custom Brackets**  
Capitalize on bracket fever with custom brackets to engage a wider demographic. Food and beverage themes like a "Beer Bracket" are always a big hit with audiences and advertisers alike.
- 4 Sweepstakes**  
A simple sweepstakes is a great way to promote your tournament bracket, build your email database, and excite your audience before the tournament.
- 5 Photo Contests**  
Leading up to your tournament bracket, run a Biggest Fan photo contest to generate buzz and get people excited.
- 6 Polls**  
Ballots are a great way to engage your audience. A basketball ballot could include categories like Best Coach, Best Team, Best Cinderella Story, Best Buzzer-Beater, Best Mascot, Best Student Section, etc.

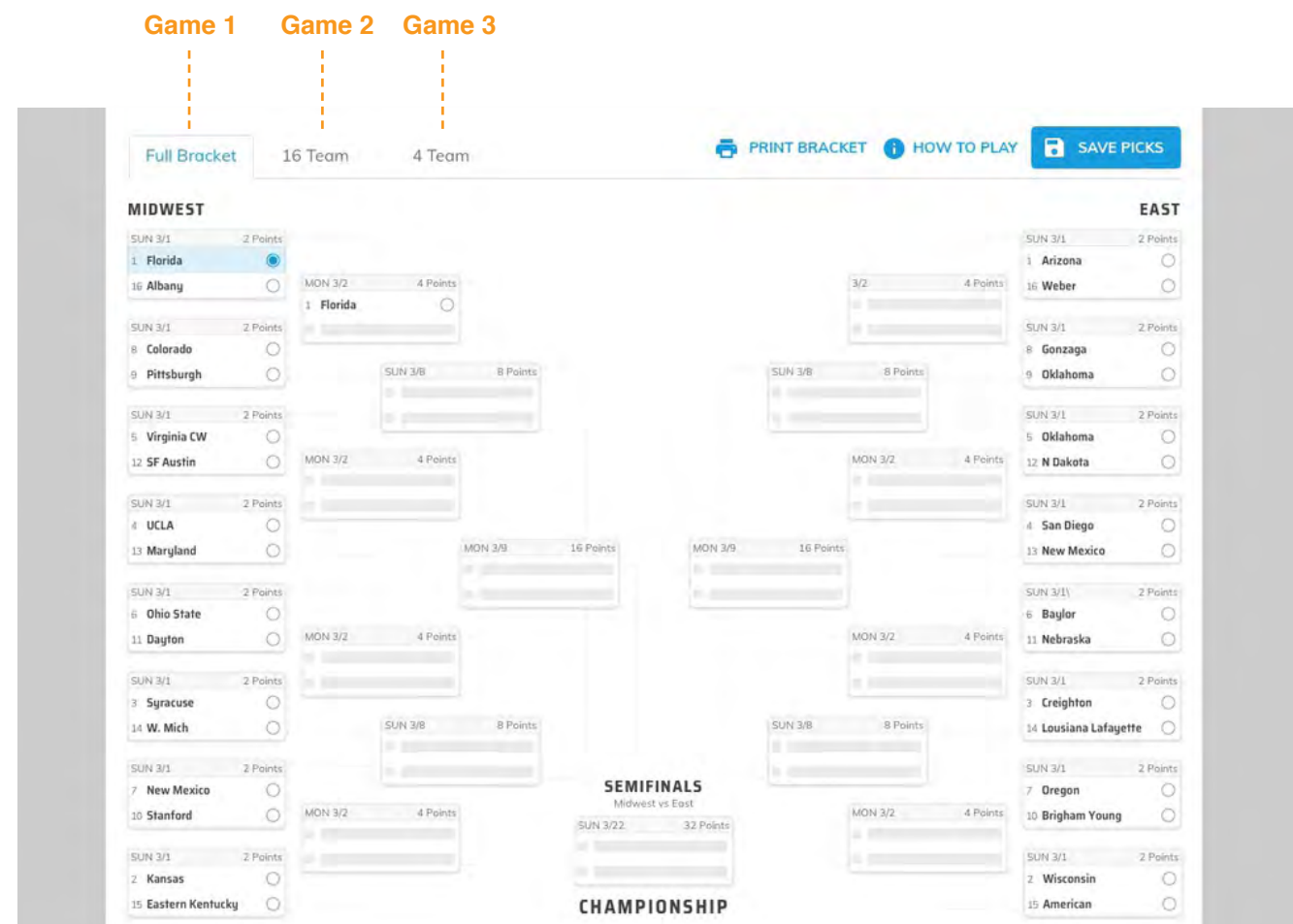
# The 3-in-1 Bracket

## What is a 3-in-1 Bracket?

Opposed to a traditional basketball bracket, the 3-in-1 gives users three different ways to win with just one registration.

Not only will it allow your users to make their picks upfront with the 64-team bracket, but when you get to Round 16, the contest has the ability to trigger a second game.

Here, users can make a fresh set of picks and have a new game to compete in once their bracket is inevitably busted. A third game will trigger once the field narrows to Round 4, so there are two new ways to win!



## The Benefits of the 3-in-1 Bracket

You've seen the excitement people have as they fill out their brackets before the first round of games. With a 3-in-1 bracket, that excitement can last throughout the entire tournament.

- 1 Promote Beyond Selection Sunday**  
Opposed to a traditional bracket, the 3-in-1 allows users to join the game even after the tournament's begun. This means you can promote your bracket all the way until the end.
- 2 Boost Engagement with Media Site & Advertiser**  
By having additional chances to win, you'll be driving players to your site the whole tournament long. This is a great opportunity to increase pageviews and ad impressions for your site, and drive increased awareness for your advertisers.
- 3 Increase Sponsorship Opportunities**  
With more players returning week after week, this makes your contest an excellent opportunity for potential sponsors. Remember, more sponsorships equals more revenue.
- 4 Sustain User Excitement All Tournament Long**  
From diehard to casual, fans of all levels look forward to making their bracket. The American Gaming Association estimates that [nearly 40 million Americans will fill out a bracket](#). This is a huge audience that you want to tap into from the start of the tournament to the final championship game.

[Learn More About the 3-in-1 Bracket](#)

# Prizes

## Choosing Your Prizes

One way to build up excitement and encourage active participation in your basketball campaigns is to offer awesome prizes.

**When it comes to basketball campaigns, prizes are key to engaging your audience.**

You can use a percentage of your revenue to purchase prizes or have your sponsors donate prizes. While tournament tickets (especially VIP passes) are always a great option for custom contests, here are a few more ideas:

### Prizes for Brackets

- Restaurant Gift Cards
- Electronics
- Brewery Tour Package
- VIP Tournament Passes

### Prizes for Other Campaigns

- Cash or Gift Cards
- Gas Cards
- Grocery Store Gift Cards
- Electronics

### Best Practice:

**Value your overall bracket prize at \$500 or more. Other promotion prizes should be valued at \$100 or more.**



\*No matter which type of promotion or interactive content you're running, try offering each entrant a free coupon for the sponsor that expires at the end of the season. This will drive foot traffic and increase the value of their investment.

## Naming Your Campaigns

In order to avoid trouble, it's a smart idea to always check (and have your legal team check) all of your promotions for trademarked material, whether that be brand names, phrases, or even images.

**Trademark infringement can quickly turn into a serious headache, and trademarked words and phrases are more common than you might expect.**

If you're sent a cease-and-desist letter, you could have to change all of your marketing materials at the last minute, even if your campaign is already up and actively running.

The trouble with trademarks is they are so incredibly common. The National Collegiate Athletic Association (NCAA) has a long list of trademarked phrases around college basketball, including not only the obvious, like "March Madness," but also a number of variations, including "March Mayhem," and "Midnight Madness." The point is, no matter how simple or cleverly varied your contest name is, you should still check everything.

Fortunately, looking up trademarked information is easy! Follow these links to check your phrases.

[NCAA Trademarked Phrases](#)

[US Patent & Trademark Office](#)

\*Remember that we're not lawyers, so always check with yours!



# How to Make Money

# Best Practices

## Sales Best Practices

If you want to maximize your revenue possibilities, here are five great sales tips to keep in mind as you prepare your basketball campaign sales strategy.

- 1 Run an Integrated Campaign**  
Incorporate every aspect your media company has to offer, leveraging both online elements and your core media.
- 2 Secure Multiple Sponsors**  
Creating multiple sponsorship opportunities is a direct way to generate more revenue. Offering sponsorship tiers at different price points allows businesses of all sizes to participate.
- 3 Have Awesome Prizes**  
The better the prize, the better the engagement you'll get. To keep players returning week-after-week to your bracket, offer weekly prizes to drive engagement all season long.
- 4 Offer Heavy Promotion**  
Make sure your potential sponsors can see the value of being a part of your basketball campaigns. Leverage heavy promotion across your website, social media, dedicated emails, and your core media.
- 5 Give Sponsors the VIP Treatment**  
For your basketball bracket, showcase your sponsors as VIP Pickers. Your players will love the chance to play against the VIPs making this a great way for them to interact with your sponsor's brand.

## Title Sponsorship Models

As with any promotion, you can sell different levels of sponsorship for your basketball bracket. Here are three sponsorship levels you should consider.

### Exclusive Sponsorship

Targeting an exclusive sponsor is ideal if the advertiser wants to be the center of the contest or if they can afford the exclusivity. Markets large and small can sell exclusive sponsorships. The key to exclusive sponsorships is offering a package that allows your advertiser to shine.

### Category Exclusive

Another approach to make the offer appealing to your advertisers is to have category exclusive sponsorship, where you only have one sponsor in each category. Exclusivity is a great way to increase the sponsorship value and drive urgency with prospects.

### Multiple Sponsors

Another popular option is offering multiple sponsorships. Creating packages for multiple sponsors with shared branding across your campaign can be very appealing to a lot of advertisers who may not be able to pay for a larger investment.

[Learn More About Sponsorships & Pricing](#)



# Best Practices

## Advertisers to Target

As with any promotion, you can sell different levels of sponsorship for your basketball campaign. Here are three sponsorship levels you should consider.

### Community Services

- Banks & Financial Services Providers
- Insurance Providers
- Local Utilities

### Automotive

- Dealerships
- Audio & Window Tinting
- Mechanics
- Detailing & Car Washes
- Oil Change & Maintenance

### Food & Beverage

- Local Pubs & Bars
- Fast Food Chains
- Liquor Stores
- Grocery Stores
- Meat Markets

### Entertainment

- Movie Theaters
- Event Venues

### Recreation

- Sports & Rec Centers
- Golf Courses & Pro Shops
- Gyms & Fitness Centers

### Retail

- Clothing Stores
- University Bookstores
- Outdoor Stores
- Pawn Shops
- Big Box Retailers
- Hardware Stores
- Sports Stores
- Award & Trophy Stores
- Home Audio Stores
- Bike Shops & Cycling Stores

### Service Providers

- Pest Control
- Doctors & Dentists
- Chiropractors
- Plumbers

## Overcoming Objections

This is a huge opportunity for advertisers. Be prepared with answers to any objections they may have.

### “I’m not sure a basketball bracket will resonate with my customer base.”

- Basketball is extremely popular among a variety of demographics – 1 in 3 Americans is a fan!
- This type of campaign has worked all across the country for a variety of media types in markets large and small. The power of basketball campaigns has been well proven.
- Look at how many other businesses like yours in your market (and similar markets) are finding success online with similar promotions and interactive content.

### “I’m not sure if I can fit this [contest, quiz, or bracket] into my budget for the year.”

- This campaign could come out of your marketing budget rather than your advertising budget since it builds your email database with opt-ins from the registration page and drives foot traffic if you include a coupon or feature a deal.
- You can’t afford NOT to do this campaign! We are putting so many of our resources behind it that you will receive far more value than you are paying for.

### “How will I know if this is successful for my business?”

- Focus on qualified leads, email and social database growth, foot traffic, customer data, and so on. There’s a lot to measure when it comes to this basketball campaign!



# Sales Packages

## Building a Sales Package

Once you have identified your sponsorship type, aligned your campaigns with any relevant special sections or programming, and bundled your campaigns together, it's time to put a price on everything. Start by thinking of the value of each element in the sales package.

**Remember – everything you offer has value!**

Ask yourself the following questions:

- What marketing are you offering via core media?
- What about online?
- Will you be promoting on Facebook or other social media platforms?
- Will you be including an email opt-in on the registration page?
- Will you be sending a dedicated email to your database with links to your advertiser's website or Facebook Page?
- Will you be including their logo or a special coupon or offer?
- Can you align your campaigns with any special programming or special sections?

Once you have dollar amounts next to everything, add them up to determine the value – and price – of the package as a whole.

## Sample Sales Packages for All Media Types

Game/Tournament-Long Pick'em Title Sponsorship (Limit 1) <i>Campaign runs 1-3 weeks</i>	
VIP Picker– pick alongside Sports staff & a local sports celebrity each round	
Logo inclusion on all promotional elements for the contest	
Print Campaign including: <ul style="list-style-type: none"><li>• Full-page, full-color ad in basketball special section</li><li>• 8 premium full-color ads (2"x10")</li><li>• Photo &amp; bracket picks printed in a full-color double truck prior to each round (6 total)</li></ul>	
Digital Campaign including: <ul style="list-style-type: none"><li>• Logo inclusion in contest header graphic</li><li>• Contest page 728x90 &amp; 300x250 size</li><li>• Shared Pencil Pushdown (4 times during contest)</li><li>• 25,000 300x250 ROS impressions</li></ul>	
Email Campaign including coupon or offer: <ul style="list-style-type: none"><li>• Daily news &amp; breaking news emails throughout contest</li><li>• Invitation email to promotional database</li><li>• Thank you email to all registered entrants</li><li>• Emails to contest players prior to each round (6 total)</li></ul>	
Email opt-in on the registration page	
Social Campaign including: <ul style="list-style-type: none"><li>• Mentions on Facebook &amp; Twitter at least 3 times during contest</li><li>• Logo inclusion on promotional Facebook page</li></ul>	
Game/Tournament-Long Pick'em Supporting Sponsorship (5+) <i>Campaign runs 1-3 weeks</i>	
VIP Picker– pick alongside Sports staff & a local sports celebrity each round	
Print Campaign including: <ul style="list-style-type: none"><li>• ¼ page, full-color ad in basketball special section</li><li>• 8 full-color ads (2"x 2")</li><li>• Photo &amp; bracket picks printed in a full-color double truck prior to each round (6 total)</li></ul>	
Digital Campaign including: <ul style="list-style-type: none"><li>• Contest page 300x250 ad</li><li>• Inclusion in online coupon page linked to from the contest</li></ul>	
Email Campaign including logo: <ul style="list-style-type: none"><li>• Invitation email to promotional database of 80,000</li><li>• Thank you email to all registered entrants</li><li>• Emails to contest players prior to each round (6 total)</li></ul>	
Investment for a mid-size market:	\$1,000 - 2,000

Sample Pricing Guide for Newspaper



**Download the Pricing Guide for YOUR Media Company**



# Case Studies & Inspiration

# Case Studies

## College Hoops Challenge

Rockford Register Star | Rockford, IL



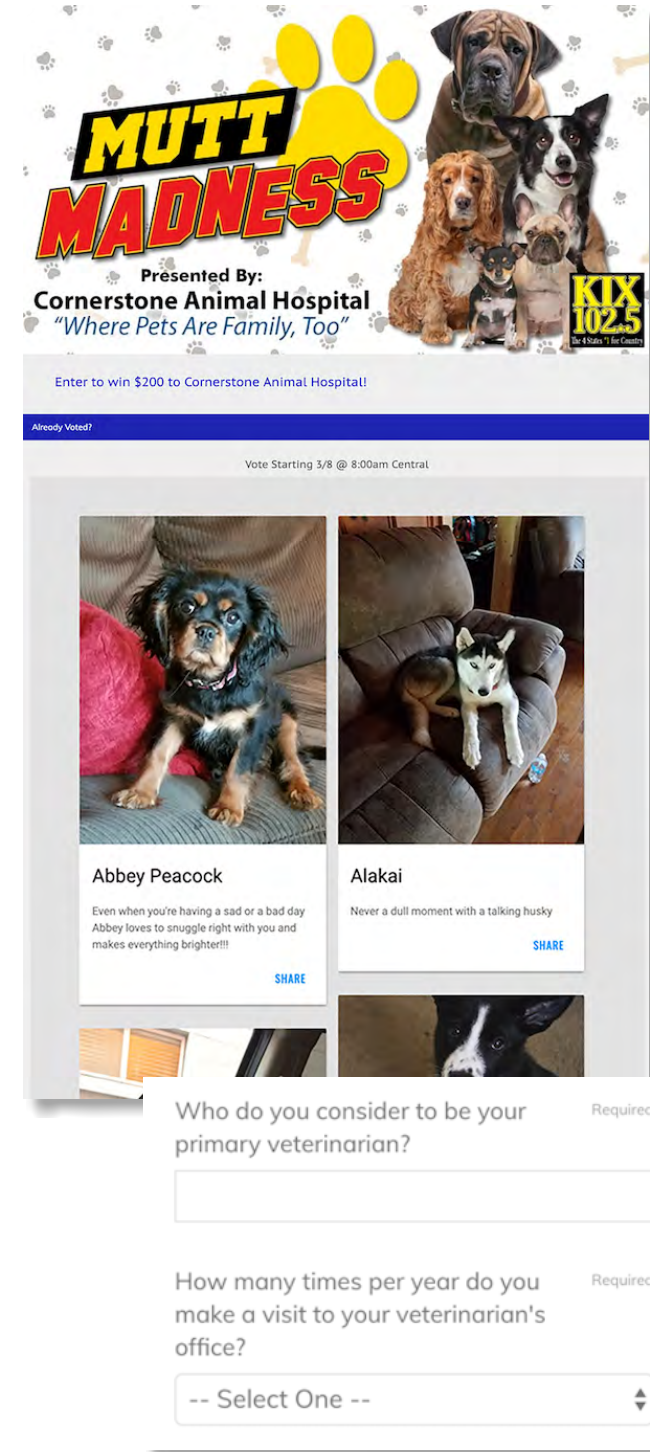
**Sponsors:** The paper leveraged multiple sponsorship levels at different price ranges to entice a large number of sponsors. Over 30 sponsors participated including a roofing company, plastic surgeon, local labor union, furniture stores, food bank, pest control, and others.

**Package:** The *Rockford Register Star* ensured that each sponsorship package had its benefits. Some of the lowest sponsorship tiers simply included print ads and impressions while some of the more robust top-level tiers included featured branding in emails, full-page color ads, VIP Pickers, and ROS ads. Additionally, they ran an advertiser bracket giving away additional advertising opportunities for participating businesses.

**Results:** The contest **drove \$76,000** for the *Rockford Register Star*.

## Mutt Madness

KIXQ-FM | Joplin, MO



**Sponsors:** KIXQ-FM reached out to and secured local veterinarian, Cornerstone Animal Hospital as the sponsor.

**Package:** The veterinarian was interested in growing their database and identifying potential new clients. By including two survey questions and an email opt-in, the veterinarian would get a lot out of participating.

**Results:** The veterinarian considered this a big success. Their monthly sales **increased \$20,000** over their same month last year. The advertiser added over **600 new email addresses** to their database and identified a list of qualified leads. KIXQ-FM was able to grow their own database and secured **\$2,500** in sponsorship revenue.

[READ THE FULL CASE STUDY](#)



# Case Studies

## March Mattress Giveaway

KETK-TV | Tyler, TX

**KETK March Mattress Giveaway**  
*Sponsored by Sleep Masters*

SLEEPMASTERS  
Better Mattress Better Sleep  
LONGVIEW • TYLER

**KETK**

**MARCH MATTRESS GIVEAWAY**

Enter Everyday. Share with Friends. Get Bonus Points!

Email  Required

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

CONTINUE >

**March Mattress Madness has Begun!**  
Want a chance to win a new Serta Pillow Top Queen Mattress? Enter now to win and you could be sleeping on a cloud this March!

**Serta**

SLEEPMASTERS  
Better Mattress Better Sleep  
LONGVIEW • TYLER

**Sponsors:** Sleep Masters, a local mattress retailer

**Package:** KETK included the Sleep Masters logo prominently on the sweepstakes itself. Plus, the contest prize was one of the store’s top-selling products. The contest also included an email opt-in for the sponsor.

**Results:** Over 1,200 people entered the contest, Sleep Masters had 531 people opt-in, and KETK-TV drove \$1,500 in sponsorship revenue.

## Truity Bracket Challenge

Lawrence Journal World | Lawrence, KS

WIN \$500!

TRUITY CREDIT UNION **BRACKET CHALLENGE**

**KUSPORTS.COM/BRACKETS**

**SOUTH**

1 Virginia  
16 UNBC  
8 Creighton  
9 Kansas St.  
5 Kentucky  
12 Davidson  
4 Arizona  
13 Buffalo  
6 Miami (FL)  
11 Loyola Chicago  
3 Tennessee  
14 Wright St.  
7 Nevada  
10 Texas  
2 Cincinnati  
15 Georgia St.  
1 Xavier  
16 NC/TSU  
8 Missouri  
9 Florida St.  
5 Ohio St.  
12 South Dakota St.  
4 Gonzaga  
13 UNC-Green  
6 Houston  
11 San Diego St.  
3 Michigan  
14 Montana  
7 Texas A&M  
10 Providence  
2 North Carolina  
15 Louisville

**WEST**

1 Villanova  
16 Loyola Maryland  
8 Virginia Tech  
9 Alabama  
5 West Virginia  
12 St. Mary's St.  
4 Wichita St.  
13 Marshall  
6 Florida  
11 LSU/OCLA  
3 Texas Tech  
14 SFA  
7 Arkansas  
10 Butler  
2 Purdue  
15 CSU Fullerton  
1 Kansas  
16 Penn  
8 Seton Hall  
9 NC State  
5 Clemson  
12 New Mexico St.  
4 Auburn  
13 Charleston  
6 SCU  
11 ASU/Syracuse  
3 Mich. St.  
14 Bucknell  
7 Rhode Island  
10 Oklahoma  
2 Duke  
15 Iowa

TRUITY CREDIT UNION

Truity Credit Union proudly supports the University of Kansas and KU Sports.

TRUITYCU.ORG » 800.897.6991 » 1300 W. 23RD ST. » 3400 W. 6TH ST. » 2221 W. 31ST ST.

**Sponsors:** The Lawrence Journal World was able to secure Truity Credit Union as the title sponsor.

**Package:** The sponsorship package included the credit union’s branding on the online bracket. Their branding was also included on the paper’s print bracket which runs in the paper four times during the tournament and updated as the tournament progresses. Trinity Credit Union also provided a \$500 gift card for the winning user which helped incentivize participation.

**Results:** The contest drove over \$12,000 for the Lawrence Journal World!



# Case Studies

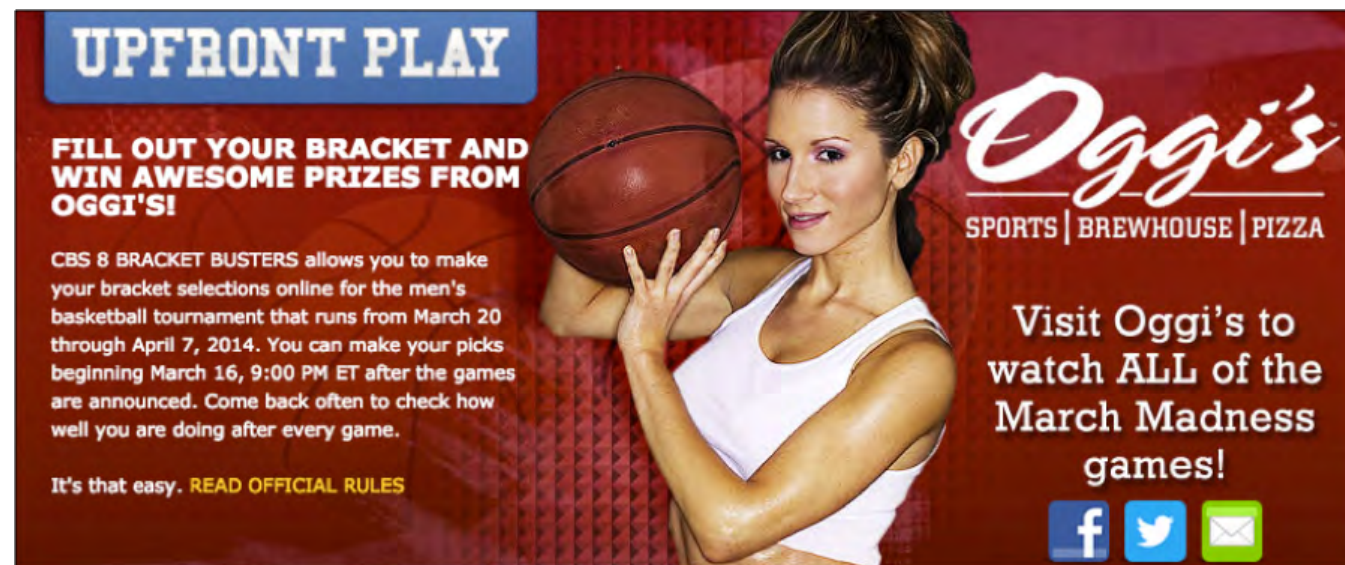
## Basketball Campaign

### KFMB-TV & KFMB-FM | San Diego, CA

KFMB wanted to capture the buzz around the college basketball tournament, so they launched a campaign featuring 3 unique contests – a traditional bracket, a custom bracket, and a sweepstakes.

The **whole campaign brought in \$58,000 in revenue**, and proved the value of running multiple basketball promotions.

### Bracket



**Sponsor:** Oggi's Pizza & Brewing

**Package:** Email, online, on-air spots and live mentions in the new with the Sports Director, who was a VIP Picker.

[READ THE FULL CASE STUDY](#)

### Sweepstakes

People guessed how many basketballs were stuffed in a Hyundai Veloster at Drew Hyundai. They could earn more chances to with code words.

**Sponsors:** Drew Hyundai

**Package:** All promotional elements, including TV and radio promotion, mentioned both the advertiser and the vehicle.

**Prizes:** The most accurate guesser won a 3-year lease of the Veloster.



### Custom Bracket

The morning show DJs took 4 selfies and put them in a custom bracket.

**Sponsors:** Urge Gastropub, Barrel Room, Brother's Provisions

**Package:** People were encouraged to listen to the morning show every weekday for results and announcements on the next round, and the grand prize was given away at Urge in order to drive traffic.

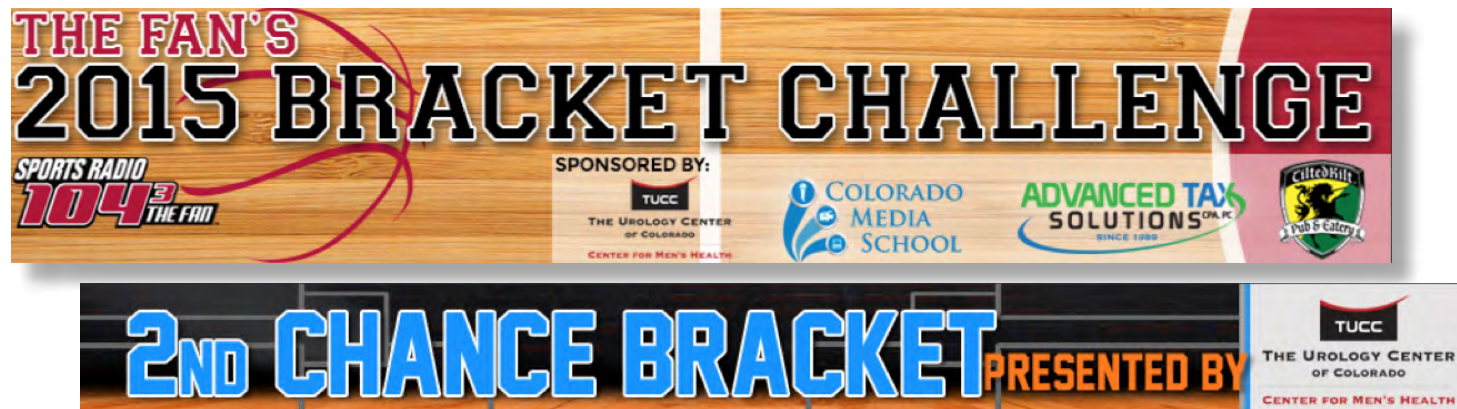




# Case Studies

## Bracket Challenge

KKFN-FM | Denver, CO



**Sponsors:** The four sponsors were The Urology Center of Colorado: Center for Men's Health, Colorado Media School, Advanced Tax Solutions, Tilted Kilt Pub & Eatery

**Package:** KKFN created an intergrated sponsorship package leveraging every asset: on-air, online, onsite events at the sponsor's locations, and prominently featured in the contest email campaign. Along with our own station personalities, the sponsors were given the chance to participate as VIP Pickers.

**Results:** While the contest **generated \$40,000** for the media company, an even bigger success came from the leads generated for the sponsors. Over **50 procedures secured** for the urology center and **100 qualified leads developed** for the media college.

READ THE FULL CASE STUDY

## Lexington Diagnostic Ticket Giveaway

WKYT-TV | Lexington, KY

The image is a screenshot of a landing page for a ticket giveaway. The main headline reads 'WIN 2 TICKETS TO KENTUCKY vs LSU • MARCH 5TH & A BIG BLUE NATION BASKET'. Below this is a large 'ENTER NOW' button. The page includes a survey on the right side with questions about medical imaging needs and interest in prostate and lung cancer screenings. At the bottom, there are links for 'Terms of Service', 'Privacy Policy', and 'Rules', and a note that the page is 'Powered by secondstreet'.

Sponsored by a local medical center, Lexington Diagnostic Center and OPEN MRI, this basketball ticket giveaway was a huge success for the sponsor - **over 2,600 entries** were received. With dedicated survey questions, they **generated a list of hundreds of hot leads** interested in learning more about screenings offered at their business.



# Case Studies

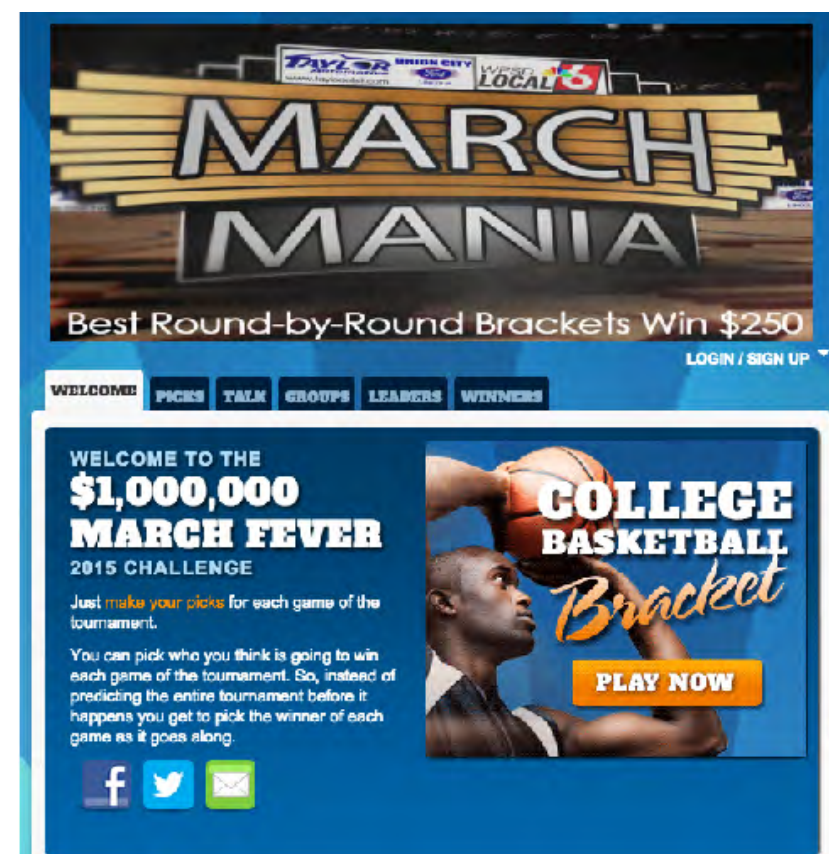
## Basketball Bracket Campaign

### WPSD-TV | Paducah, KY

WPSD was looking for a unique opportunity to increase their revenue and drive increased awareness for their sponsors, Taylor Automotive and Union City Ford. The station decided on a basketball campaign including a bracket, sweepstakes, and quizzes.

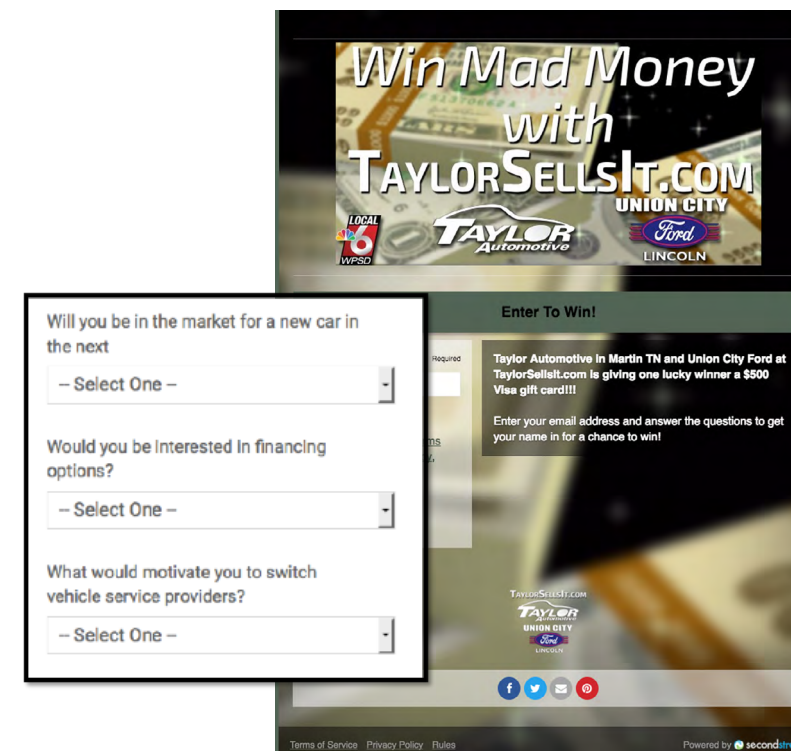
The **campaign brought in \$15,000 in revenue** and lead to their highest participation in three years.

## March Mania Bracket



**Prize:** Local round winner received a \$25 gift card to Taylor Automotive, and local overall winner received a \$250 gift card to Taylor Automotive

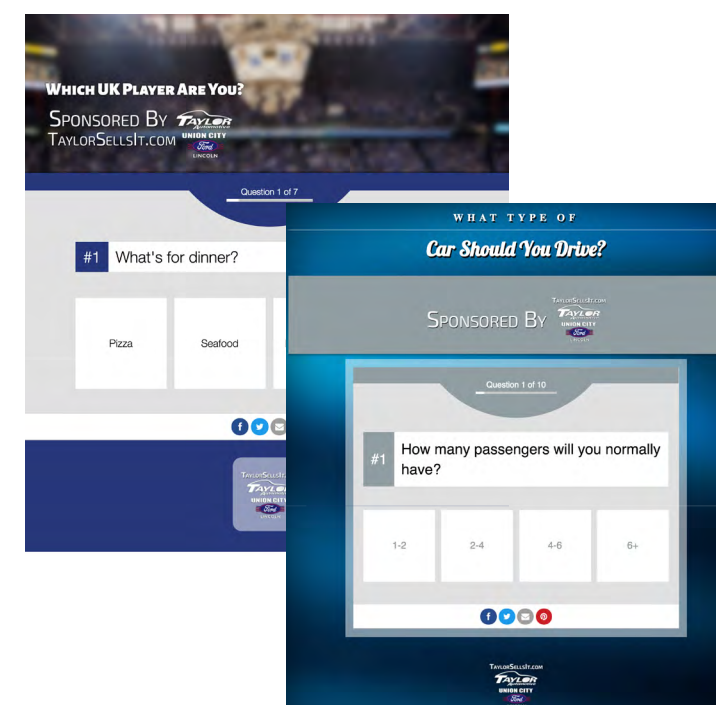
**Results:** 53% increase in users since the previous year



## March Mania Sweepstakes

**Prize:** \$500 Visa Gift Card

**Results:** 67% opt-in rate, more than 2,500 entries, and qualified leads from survey questions



## Basketball Quiz Bundle

**Quiz Titles:** "Which UK Player Are You?" & "Which Car Should You Drive?"

**Results:** 252 new advertiser Facebook Likes and quizzes taken more than 2,500 times

[READ THE FULL CASE STUDY](#)



# Case Studies

## Bracket Fiasco

*Atlanta Journal-Constitution* | Atlanta, GA



**Sponsors:** Multiple sponsors at different levels including Kroger and the Kentucky State University School of Business

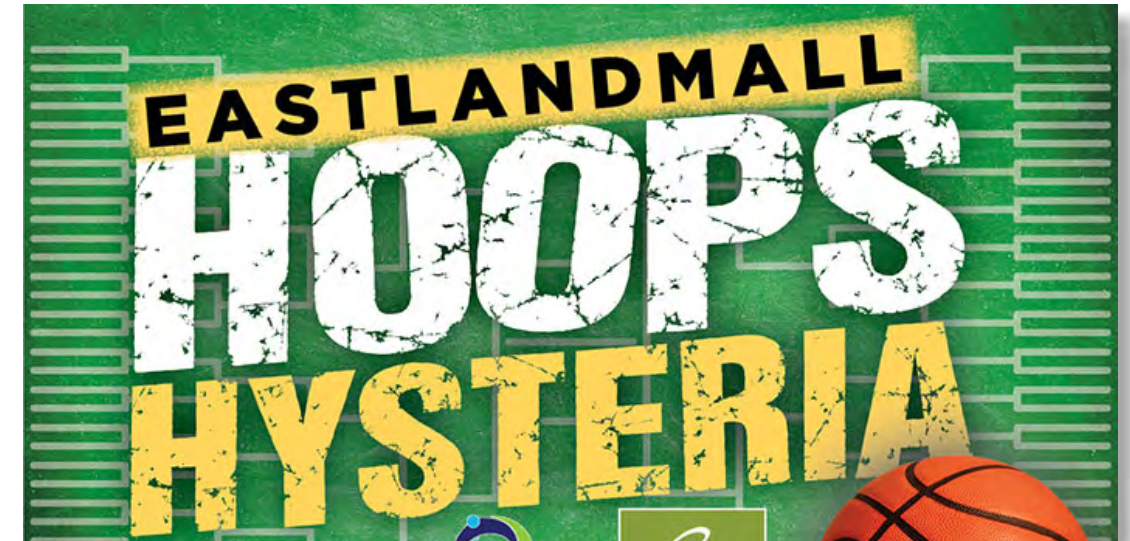
**Package:** Three sponsorship tiers each leveraging print, social media, and website ads. Sponsorship tiers were each provided a number of VIP Pickers. The business with the VIP Pickers which landed the best bracket would receive additional ROP ads.

**Results:** The high level of contest promotion combines with their three sponsorship levels lead to **\$30,000 revenue**.

[READ THE FULL CASE STUDY](#)

## Eastland Mall Hoops Hysteria

*Evansville Courier-Press* | Evansville, IN



**Sponsors:** Eastland Mall (Title Sponsor), plus 2 secondary sponsors, 16 VIP pickers, and prize sponsors.

**Package:** The title sponsorship package included naming rights, name on promotional materials, and print and online ads. Secondary sponsors received all but naming rights, and VIP pickers received print and online advertising only. Prize sponsors received trade for inclusion.

The paper marketed the contest with a double truck on the first day of the bracket and a full-page advertisement after each round, as well as with a robust online campaign.

**Prizes:** The grand prize was an LG 60" LED True-Motion TV and LG Smart Blu-Ray player with Wi-Fi and Magic Remote.

**Results:** The promotion drove **\$23,000 in revenue**.



# Inspiration & Ideas

## Philadelphia 76ers vs. Boston Celtics preseason game

**Enter for the chance to win tickets!**

Email

Required

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

CONTINUE >

The Philadelphia 76ers are hosting the Boston Celtics in a preseason game in Amherst, MA and you have the chance to see it in action!

Enter for a shot at winning tickets to the game! Two winners will be picked; each winner will get two tickets.

The seats are located at RISR Z, Row G, total of an \$80 value!

Where: The Mullins Center located on the campus of the University of Massachusetts.

When: Tuesday, October 4, 2016 at 7:00 p.m.

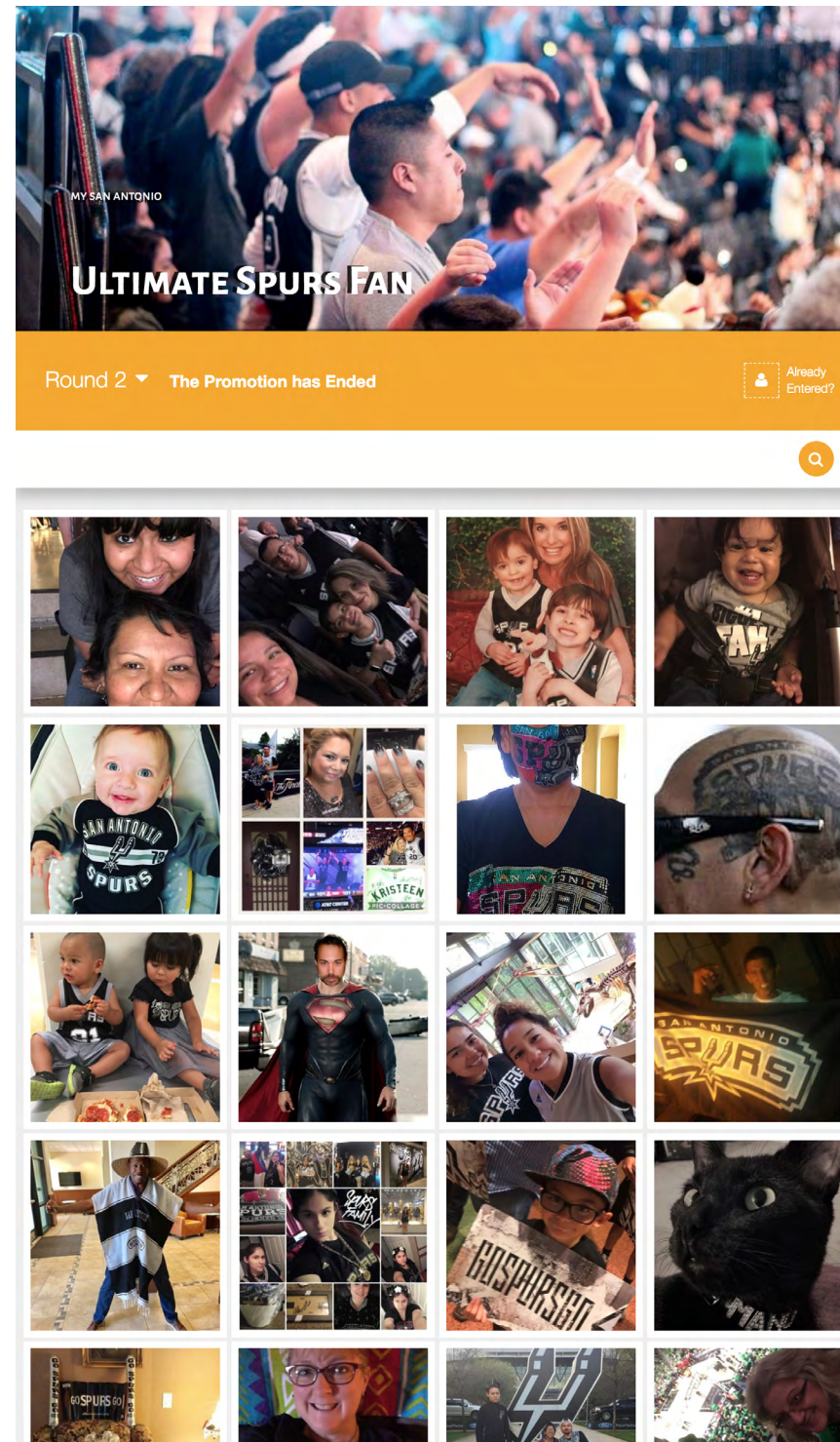
Don't miss the chance to watch the 2016 NBA draft first overall pick, the Sixers, take on the third overall pick the Celtics!

Turnkey available!

[Terms of Service](#) [Privacy Policy](#) [Rules](#)

Powered by secondstreet

## Sweepstakes: Philadelphia 76ers vs. Boston Celtics Preseason Game



## Photo Contest: Ultimate Spurs Fan

# WHICH DUKE BASKETBALL PLAYER ARE YOU?

Question 1 of 9

#1 If you were given a million dollars, what would you do with it?

I would get new gym equipment and a personal trainer

I would buy vacation tickets for my loved ones

I would give back to the community

I would save half of it





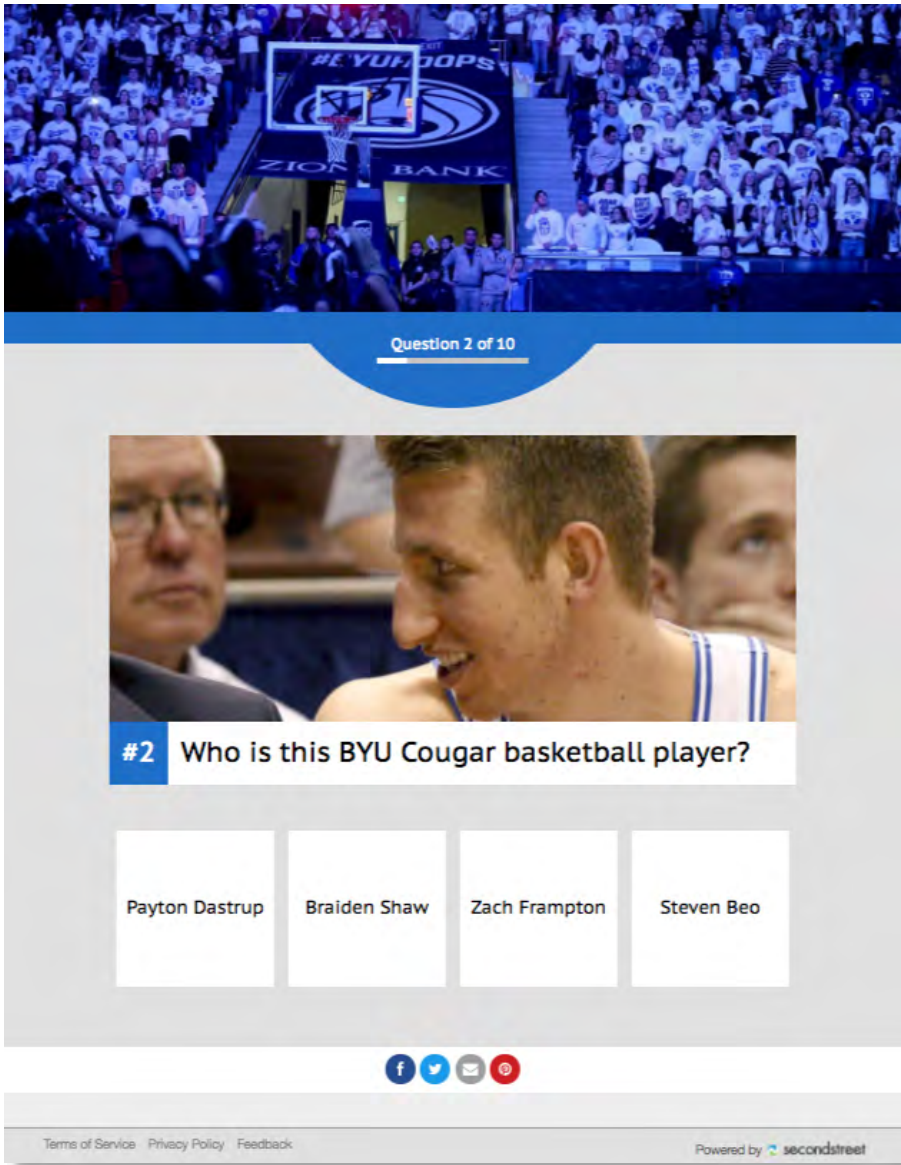
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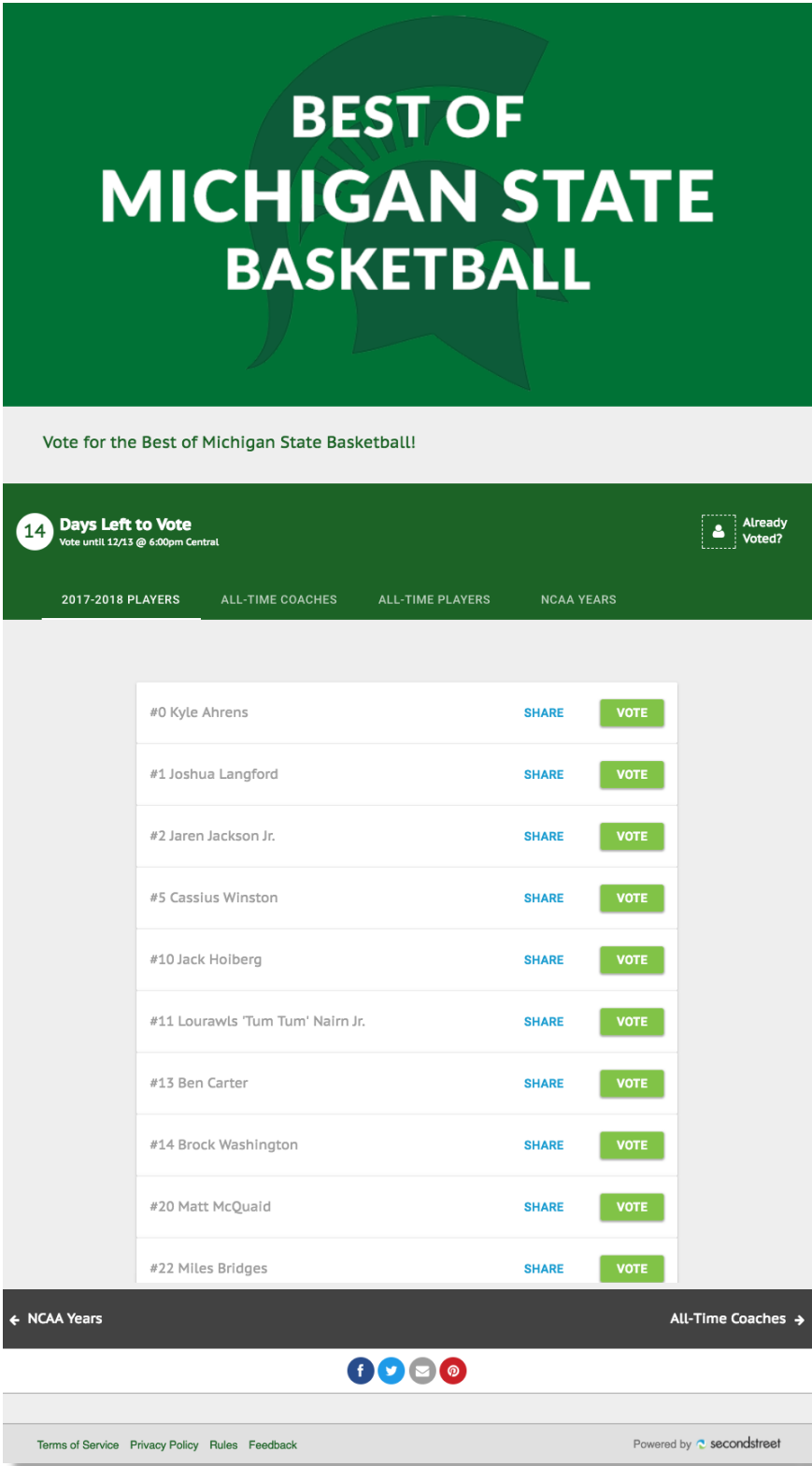
## Quiz: Which DUKE Basketball Player Are You?



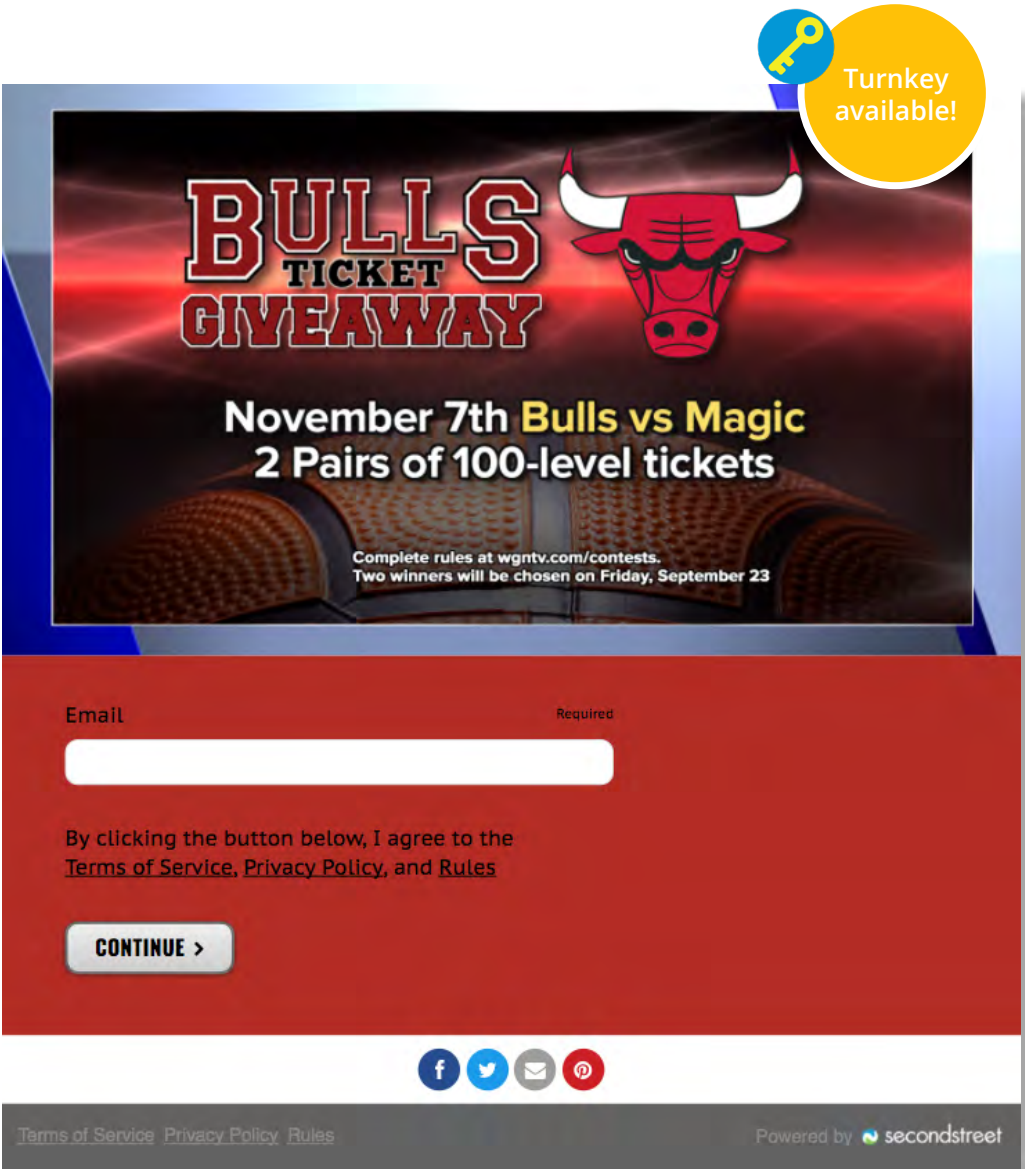
# Inspiration & Ideas



Quiz: How Well Do You Know the 2016-17  
BYU Men’s Basketball Team?



Ballot: Best of Michigan State Basketball



Sweepstakes: Bulls Ticket Giveaway



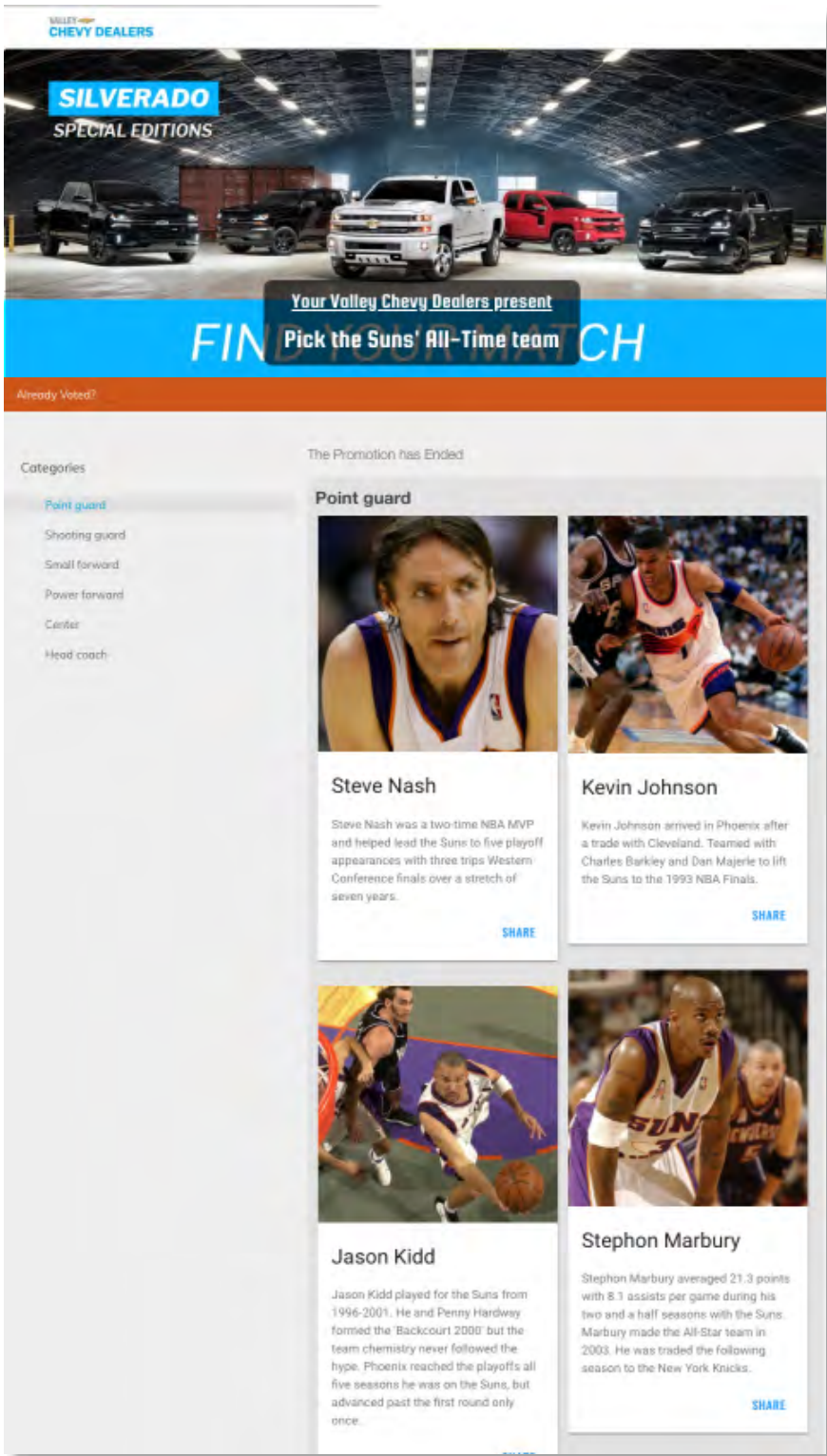
# Inspiration & Ideas



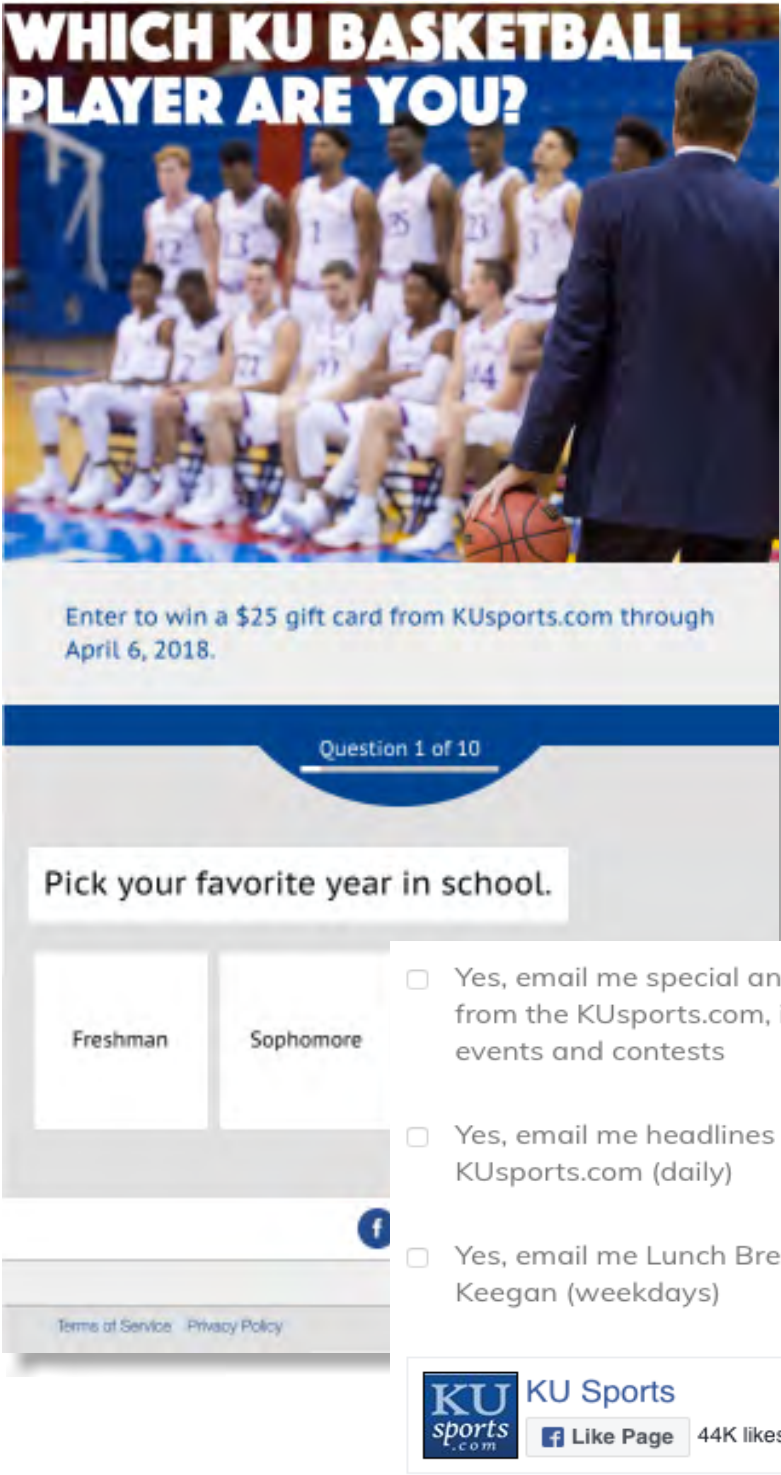
Bracket: Hoops Hysteria



Bracket: Playbook Pool



Ballot: All Time Team



Quiz: Which KU Basketball Player Are You?



# Inspiration & Ideas

## WHO WILL WIN OF THE LAST EIGHT?

8 Teams Remain - Who Will Make It To The Last Four?

Question 1 of 4

Who Will Win Game 1?

Gonzaga

Xavier

Question 2 of 4

Who Will Win Game 2?

Oregon

Kansas

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Poll: Who Will Win of the Last Eight?

## COLLEGE HOOPS LAST FOUR TRIVIA

Play for a chance to win a \$100 Gift card to On the Rocks Jewelry

Sponsored by

ON THE ROCKS JEWELRY

Question 1 of 8

#1 Which team has made it to the "Last Four" the least amount of times?

Villanova

Oklahoma

Syracuse

North Carolina

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Quiz: College Hoops Last Four Trivia

Turnkey available!

## Enter to Win Tickets to Westchester Knicks!

Spend a night with your loved ones watching fun, exciting basketball! Families will have the opportunity to take a complimentary family photo on the concourse and receive a Photo Frame provided by The Journal News.

- **Prize:** Four (4) tickets to February 22nd Game and Photo Frame
- **Approximate retail value (ARV):** \$100, \$3 Photo Frame
- **Entry frequency & dates:** entries accepted HOURLY from 2/7-2/15 at midnight
- **Winner selection:** Five (5) winners will be selected on or about 2/16
- You must be a current insider to be eligible to enter the sweepstakes.
- Winners must claim prize at The Journal News by 2/21
- [Official Rules](#)

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Email Required

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[CONTINUE >](#)

Sweepstakes: Win Tickets to the Westchester Knicks



# Inspiration & Ideas

Turnkey available!

WHAT KIND OF COLLEGE HOOPS FAN ARE YOU?

Pizza Inn

Take the quiz to find out and be entered to win two free adult buffets and drinks from Pizza Inn

Question 1 of 3

#1 Example Question

Answer One

Answer Two

Answer Three

Answer Four

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Quiz: What Kind of College Hoops Fan Are You?

MAN CAVE MADNESS

Gerri's APPLIANCE

Enter a photo of your Man Cave to win a Kegerator & Grizzly Cooler

Send in a photo of your Man Cave to enter to win a Grizzly Cooler

Must be 21 to enter.

Submit photo of your finished or unfinished Man Cave for your chance to win.

Danby Kegerator retail \$540

Grizzly Cooler G20 retail \$239

Gerri's APPLIANCE

Already Entered?

The Promotion has Ended

Photo Contest: Man Cave Madness

Turnkey available!

BIRTHDAY CLUB WGN9

WGN-TV Birthday Club

WIN BULLS TICKETS & SIGNED JERSEY

BIRTHDAY CLUB WGN9

CHICAGO BULLS

MARKKANEN 24

100 LEVEL

CHICAGO BULLS

100 LEVEL

Email

Required

CONTINUE >

ENTER NOW

Enter for your chance to win: A pair of 100-level tickets to watch the Chicago Bulls take on the Milwaukee Bucks on Monday, Feb. 11 at 7 p.m. at the United Center, a Lauri Markkanen signed jersey and Chicago Bulls gear. (Total ARV: \$748.96). One Grand Prize Winner will be chosen on February 1, 2019 at 12 noon.

In connection with WGN-TV's Birthday Club, the station will be awarding a Grand Prize to one lucky winner who enters. WGN-TV will have a new contest every month during 2019, and the Grand Prize will be announced for each month's contest. Anyone who enters but does not win will automatically be entered in any future Birthday Club contest(s) in succeeding months. One Grand Prize per person per year. See rules below for complete details.

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Sweepstakes: Win Bulls Tickets & Signed Jersey



# Inspiration & Ideas

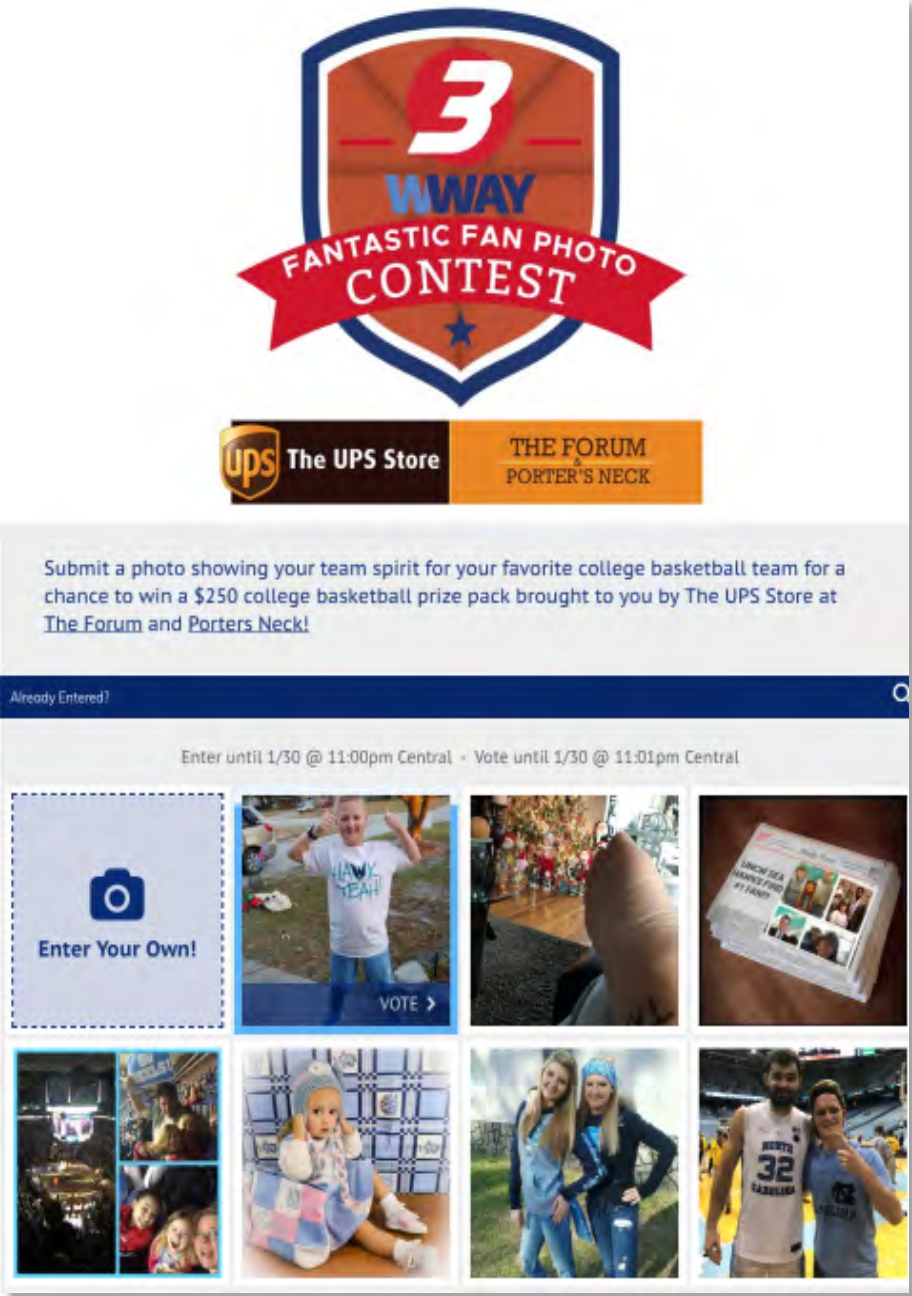
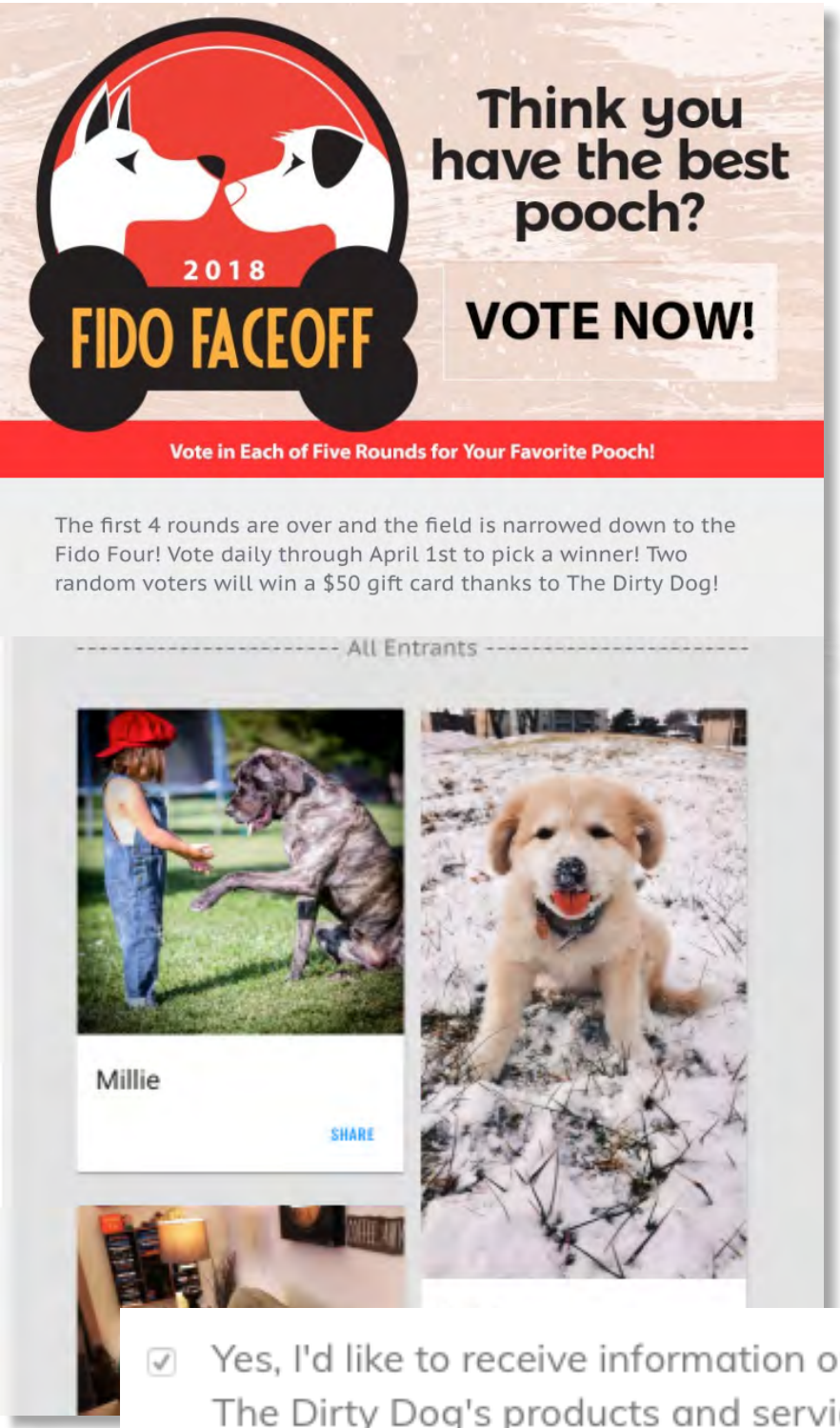


Photo Contest: FANTastic Fan Photo Contest



Ballot: Fido FaceOff



Sweepstakes: Win Harlem Globetrotters Tickets



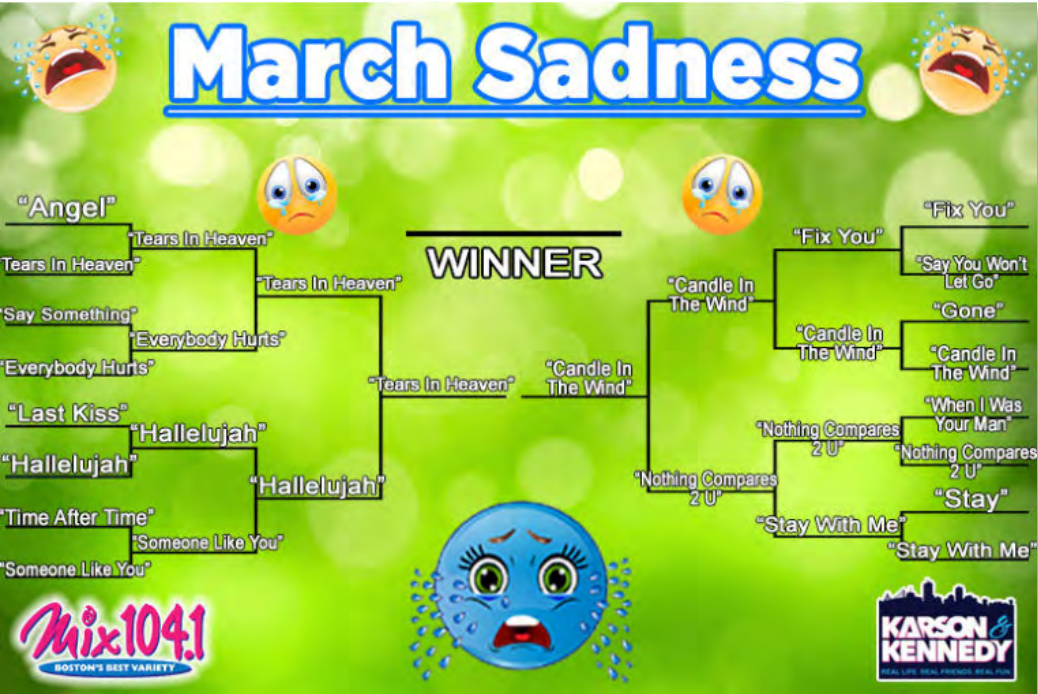
# Inspiration & Ideas



Poll: Fan Army Madness



Quiz: College Hoops - Last Four Trivia



Poll: March Sadness

- ☒ KFJ ACCESS: Members receive email updates, sports news, special offers and exclusive content from Sports Radio KFJ.
- ☒ GET MY PERKS WICHITA: Members receive email offers and discounts from Get My PERKS: Wichita
- ☒ MY EMAIL OFFERS: Members receive email offers and discounts from local businesses and KFJ.



# How to Promote

# How to Promote

## Getting the Word Out

Getting the word out is the key to success for any campaign, but this especially holds true for a major initiative like basketball.

With that in mind, you want to make sure that above all, your basketball promotions are easy to find and share.

**Your basketball promotions should be one exciting, integrated, multimedia campaign.**

Leverage the power of any existing initiatives you run – such as basketball-themed print special sections or basketball round-up broadcasts – to promote your basketball campaign.

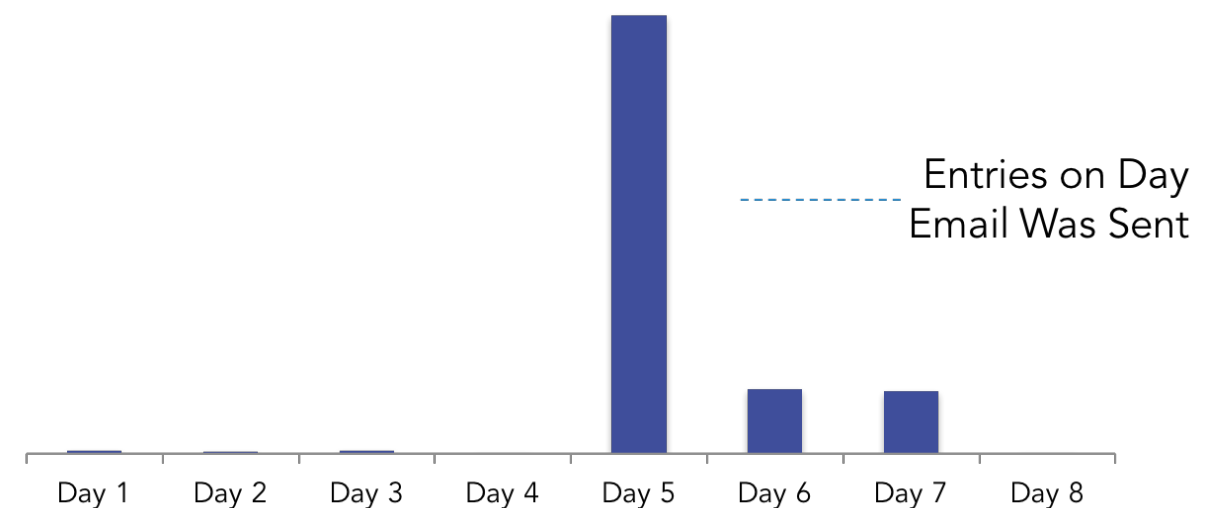
Furthermore, keep in mind that digital assets drive digital conversions. Email is one of the most valuable assets in your marketing arsenal, so use it often and well.

## The Power of Email

When you are promoting your basketball campaign, email is the most valuable tool in your arsenal. After all –

**Email is the #1 drive of digital conversions.**

You can see the power of email for yourself in the following example from one of partners. While the quiz was up and active on their site, it wasn't until they sent the dedicated email that they saw a huge spike in engagement. The email still impacted engagement for the days following when it was sent.



# How to Promote

## Promoting Your Basketball Promotions

### Email

- Send an email to all past users announcing your new campaign.
- Send an email to all opted-in users in your database who are interested in sports to announce your new basketball campaign.
- Send a reminder email before your promotion launches and another when it ends to thank players for participating and announce winners.
- Customize your emails with a sponsor message.
- Include an offer or coupon from your sponsor, if possible.
- Encourage your sponsor to promote to their own email database as well.

### Online

- Create a landing page on your site where all your campaigns can be found.
- Have a specific link to this page in the homepage navigation of your website.
- Add run-of-site or run-of-section banner ads linking to the campaign.
- Promote in the features section of your homepage.
- Use a sliding billboard, expanding pencil, or peel-away ad during key times of the campaign.
- Create a vanity URL.

### Core Media

- Utilize any traditional advertising methods available to you.
- If the campaign is bundled with a special section, promote within it.
- Create a :15 spot to be played on-air.
- Have your talent or sports writers mention the promotion on-air and in their columns.
- Encourage your on-air talent or sportswriters to participate in your pick'em as VIP Pickers.
- Create a follow-up story about the winners and prizes (especially if the prize was provided by your sponsors).

### Facebook

- Post a link to the campaign on your Facebook Page and/or your sponsor's Facebook Page, and include an image and call-to-action for best results.
- Pin the post to the top of your page.
- Create a campaign tab and make it visible on your page.

### Twitter

- Tweet about the campaign.
- Include a shortlink to the campaign page in all tweets, as well as any relevant @ mentions such as the name of the stadium for a ticket giveaway, or the name of the business that is sponsoring or giving the prize for a submission or pick'em contest.
- If it makes sense for your campaign, create a unique #hashtag so users can find all of the tweets related to it.

### Other Social Media

- Post images to Instagram with a shortlink to the campaign.
- “ Pin your campaign graphics to your Pinterest page.
- “ ...and so on for any other social media accounts you use.



# How to Promote

## Sample Online Ads

WEEI  
93.7FM

SHOWS RED SOX PATRIOTS CELTICS BRUINS NATIONAL AUDIO VIDEO CONNECT STATION

DELIVERED BY: Papa Gino's PIZZERIA

A CHANCE TO WIN \$1000 TO Cardi's FURNITURE

FILL OUT A BRACKET NOW

THE WEEI BRACKET CHALLENGE

A CHANCE TO WIN \$1000 TO Cardi's FURNITURE

FILL OUT A BRACKET NOW!

THIS IS YOUR CHANCE TO COMPETE WITH WEEI RADIO HOSTS, WRITERS AND LISTENERS

Find out how you could win Bruins tickets | More WEEI contests

FEATURED BLOG

Notes on Sebastian Volmer, Julian Edelman and how the Red Sox car ...

SEBASTIAN VOLMER: Three midday notes on the Patriots and free age ...

FEATURED COLUMN

Fresh start? Why John Lackey thinks he can alter course of Red Sox car ...

FORT MYERS, Fla. -- Two days after Josh Beckett left Boston, head ...

WEEI BRACKET CHALLENGE

DELIVERED BY: Papa Gino's PIZZERIA

ENTER NOW AT WEEI.COM/BRACKET

## Sample Bounceback Coupon

YOU BEAT SAMANTHA'S PICKS!

SPORTS RADIO 104.3 THE FAN

YOU ARE ENTITLED TO ONE: FREE ORDER OF GARLIC FRIES

EXPIRES MONDAY SEPTEMBER 15TH

NOT VALID WITH ANY OTHER OFFER. CANNOT BE COMBINED - ONE PER TABLE

Cilted Kilt Pub & Eatery

Samantha

CONGRATS, YOU CORRECTLY GUESSED THE GAME OF THE WEEK!

SPORTS RADIO 104.3 THE FAN

ENJOY AN ORDER OF IRISH NACHOS

EXPIRES 11/24/15

NOT VALID WITH ANY OTHER OFFER. CANNOT BE COMBINED - ONE PER TABLE

BLONDE vs BRUNETTE

Cilted Kilt Pub & Eatery

GUINNESS BLONDE American Lager

## Sample Emails

KUsports.com

TRUITY CREDIT UNION BRACKET CHALLENGE

GRAND PRIZE \$1,000 » 2ND PLACE \$500 » 3RD PLACE \$250

WIN \$1,000

Truity Credit Union Bracket Challenge

Register TODAY and fill in your Bracket any time between Sunday, March 13th and Thursday, March 17th.

PRIZES

Grand Prize: \$1,000 2nd Place: \$500 3rd Place: \$250

Top 50 finishers will receive a copy of Jayhawk Decade!

REGISTER TODAY

1.99% balance transfers thru Apr 2017

LEARN MORE

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mail.google.com

Google+ Gmail Calendar Web more

Trash 1340

KUsports.com

TRUITY CREDIT UNION BRACKET CHALLENGE

GRAND PRIZE \$1,000 » 2ND PLACE \$500 » 3RD PLACE \$250

WIN \$1,000

Truity Credit Union Bracket Challenge

Register TODAY and fill in your Bracket any time between Sunday, March 13th and Thursday, March 17th.

PRIZES

Grand Prize: \$1,000 2nd Place: \$500 3rd Place: \$250

Top 50 finishers will receive a copy of Jayhawk Decade!

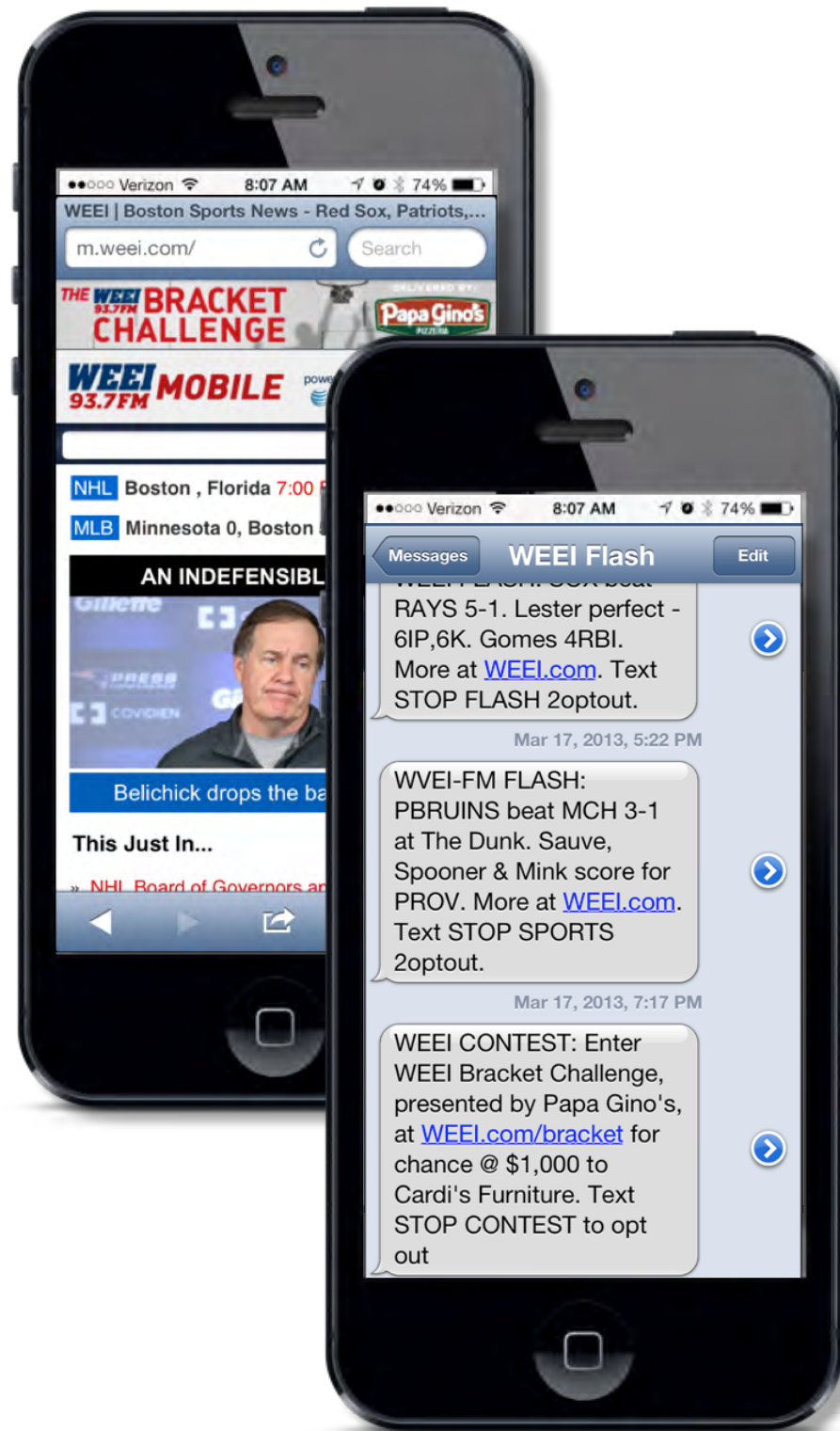
REGISTER TODAY

< > ↗ 📖 📄



# How to Promote

## Sample Mobile Promotion



## Sample Social Promotion





# How to Promote

## Sample Print Ad

The **ONLY** way to run your office pool!

**DESIGN BENNY'S FLOORING CENTER** **BENNY'S FLOORING**

**HOOPS HYSTERIA**

**HARBOR BAY** **RABEN TIRE & AUTO SERVICE**

**It's fast, FREE and fun!**

Just choose the winners of each round. If your teams win, you win! Run and track your office pool online for free!

**BENNY'S FLOORING HOOPS HYSTERIA**

**LOCAL PRIZES:**

**1ST PLACE PRIZE**

- Sony 50" 3D TV with Sound Bar System from Risley's

**2ND PLACE PRIZE**

- Traeger Lil'Tex Elite From Spa City

**NATIONAL PRIZES:**

- \$1,000,000 for a perfect bracket
- \$10,000 for 1 or 2 incorrect picks
- \$1,000 for 3 wrong picks
- NCAA Fathead for the winner of each round
- 16GB iPad Mini for overall winner

**SIGN UP NOW**  
**CONTEST STARTS MARCH 7 AND ENDS APRIL 8.**

TO ENTER, VISIT:  
**[courierpress.com/contest](http://courierpress.com/contest)**

## Sample On-Air Integration



for more information on how you can  
succeed with promotions, visit:

**lab.secondstreet.com**



*Have questions?*  
**Live chat with us now!**

