

# YOUR FOOTBALL PROMOTIONS PLAYBOOK





# Are You Ready for Football?

For years, media companies have been driving significant revenue from football promotions. By leveraging the strategies, promotion ideas, sales & marketing tips, and case studies outlined in this playbook, you'll be prepared to fully maximize this opportunity.

As football legend, Vince Lombardi says, "The only place success comes before work is in the dictionary." Taking the time to layout your game plan, prepare your sales team, and reach out to the right advertisers will set you and your team up for big results with football.

It's time to kick off for your football strategy. Whether you're a football promotions rookie or an experienced MVP, this guide will give you the tools for success. Let's get started.



**JULIE FOLEY**

Director of Affiliate Success  
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Have questions?  
Live chat with Julie!



# Planning

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# Develop Your Game Plan

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Every great football coach starts the season with a game plan outlining all of their offensive and defensive strategies. It's this game plan that brings them success.

Just like a great football team, it's important for you to develop your football promotions game plan for the season. When the right preparation happens, football engagement campaigns have the opportunity to drive monumental success in revenue and audience engagement.

Planning ahead starts with setting a football revenue goal. Once you know how much you'd like to make for the season, you can start to create your detailed football promotions game plan. Take a look at this suggested football game plan to get an idea of how to plan yours.

## How to Make \$40,000...

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### All-Season Long

- Pro Football Pick'em – \$25,000 total
- Multi-Month Sunday Match-up Quizzes – \$8,000 total

### September

- 'Tailgate at Home' Sweepstakes –\$2,000

### October

- Football Voting Bracket –\$5,000

### November

- *no additional campaigns*

### December

- *no additional campaigns*

### January

- *no additional campaigns*



## How to Make \$80,000...

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### All-Season Long

- Pro Football Pick'em – \$25,000 total
- Multi-Month Sunday Match-up Quizzes - \$8,000 total
- High School Sports Ballot w/ 3 sponsors – \$30,000 total

### September

- Ticket Giveaway – \$2,000
- Advertiser Sweepstakes – \$2,000

### October

- Fan Photo Contest – \$5,000
- Football Voting Bracket – \$5,000
- Advertiser Sweepstakes – \$2,000

### November

- Advertiser Sweepstakes – \$2,000

### December

- Advertiser Sweepstakes – \$2,000

### January

- Advertiser Sweepstakes – \$2,000

## How to Make \$160,000...

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### All-Season Long

- Pro Football Pick'em – \$25,000 total
- Multi-Month Sunday Match-up Quizzes - \$8,000 total
- High School Ballot w/ 6 sponsors – \$60,000 total
- Weekly Chat with Sports Staff – \$30,000 total

### September

- Two Ticket Giveaways – \$2,000 each
- Two Advertiser Sweepstakes – \$2,000 each

### October

- Fan Photo Contest w/ 2 sponsors – \$10,000
- Football Voting Bracket w/ 2 sponsors – \$10,000
- Two Advertiser Sweepstakes – \$2,000 each

### November

- Two Advertiser Sweepstakes – \$2,000 each

### December

- Two Advertiser Sweepstakes – \$2,000 each

### January

- Two Advertiser Sweepstakes – \$2,000 each



# Build Your Sponsorship Package

If you want to bring in maximum sponsorship revenue, you need a sponsorship package that delivers maximum value.

You can work at getting each individual promotion sponsored by different advertisers. However you can actually **drive higher revenue and save lots of time** when you bundle multiple promotions into one comprehensive football campaign.

## Sample Pricing Guide

Looking for some help to price your campaigns? These industry-specific guides will help point you in the right direction.

Get the Pricing Guide



# How to Deliver Measurable Results



Whether you're creating the Ultimate Tailgate Sweepstakes or a virtual Head Coach Q&A Event Sign-Up, it's important to see how you can deliver qualified leads, email database growth, site traffic, and consumer data.

Your Guide to Measurable Results

# Advertisers to Target

## Community Service

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

## Automotive

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

## Food & Drink

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

## Service Providers

- Pest Control
- Doctors & Dentists
- Chiropractors
- Plumbers
- HVAC

## Retail

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

## Recreation

- Sports & Recreation Centers
- Golf Shops & Pro Shops
- Gyms & Fitness Centers

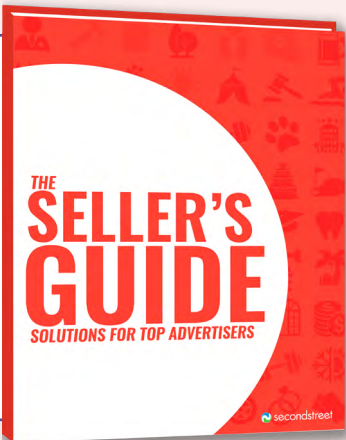
## Entertainment

- Movie Theaters
- Event Venues

## The Seller's Guide

This is your one-stop shop for creating the ultimate lead-gen campaign for over 40 categories.

Get Your Guide



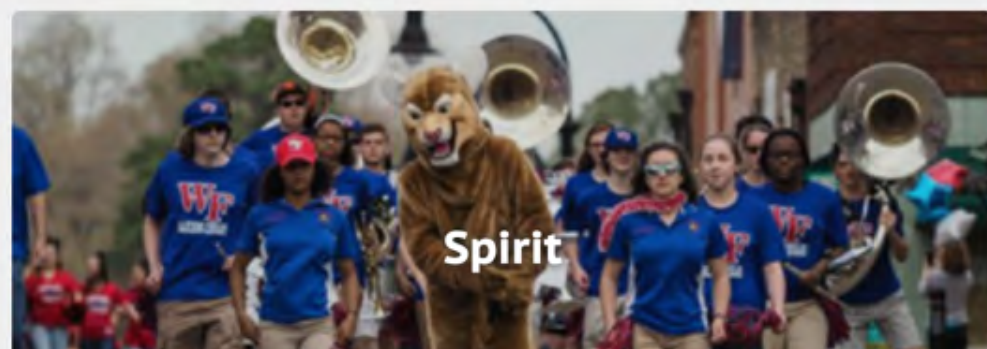


# Case Studies

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# High School OT Honors Ballot

WRAL-TV | Raleigh, NC | DMA.: 24

## THE GOAL

The team at WRAL-TV wanted to build an audience around the station's high school sports program, High School Overtime, also known as High School OT. If they could also turn this campaign into a revenue-generator, that would be even better.

## THE SOLUTION

Ballots play on people's passions and are great database builders, so this was a perfect fit. While they started with a more limited set of categories and schools, WRAL quickly built up their ballot program. By year three, they secured a title sponsor, expanded the ballot for the duration of the nine-month school year, and increased communication with their viewers. They also launched their first event to honor the nominees and winners of the High School OT Honors ballot which had over 400+ attendees!

## THE RESULTS

**\$ \$115,000**  
revenue in just year three

**60,000+**  
votes (up 1,200%)

**5,000+**  
email opt-ins for station's OT  
Honors newsletter list

**6,000+**  
email opt-ins for the  
title sponsor

[SEE THE CASE STUDY](#)



# Pro Football Pick'Em Campaign

*Times-Union Media* | Jacksonville, FL | Circ.: 157,000

## THE GOAL

*Times-Union Media* wanted to implement a campaign that could capitalize on their state's football team, bring in a consistent stream of revenue for consecutive months, and interact with their audience throughout the football season.

## THE SOLUTION

The newspaper ran a five-month long football campaign. They also added 16 Sunday night match-up turnkey quizzes to increase engagement. With a tiered sales layout, they generated a total of five levels of varying sponsorship. In addition, to gain the attention of their target market *Times-Union Media* used an integrated approach. This included advertisements on their website, social media pages, and email. They also used more traditional forms of marketing such as ads in local pubs and restaurants, vinyl banners, and posters.

## THE RESULTS

**\$50,000**  
revenue

**60+**  
new advertisers

**Multi-Month**  
revenue campaign

**10,000+**  
participants

SEE THE CASE STUDY

The screenshot shows the Jacksonville.com website with a top banner for the 2016 Nissan Altima. Below the banner is a navigation bar with links to HOME, NEWS, SPORTS, MONEY, LIFE, REASON, OPINION, OBITS, MEDIA, CLASSIFIEDS, CARS, JOBS, HOMES, DEALS, and TOOLS. The main content area features a large banner for the "PICK 'EM FOOTBALL" campaign with the text "IF YOU ARE GOING TO PLAY, PLAY TO WIN." and a "CLICK TO PLAY" button. Below this is a smaller banner with a football player and the same text. At the bottom, there is a section titled "WHAT IS PICK 'EM FOOTBALL?" with a description of the contest.

**BOTTOM LINE SUMMER EVENT**  
THE 2016 NISSAN ALTIMA  
Starting At **\$22,500** MSRP\*  
SHOP NOW  
BUILD  
More Price Information

**xfinity**

**jacksonville.com** 84° Now 85° Tomorrow 87° Saturday  
eEdition Activate | Subscribe  
Google Custom Search

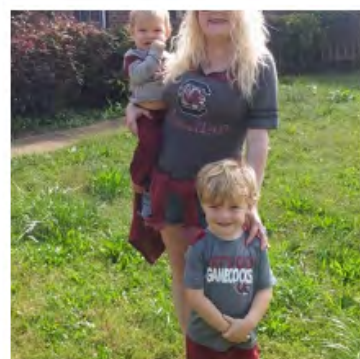
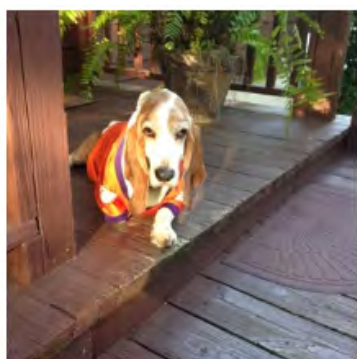
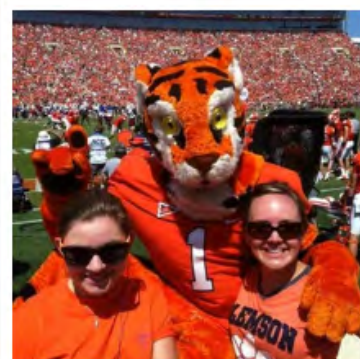
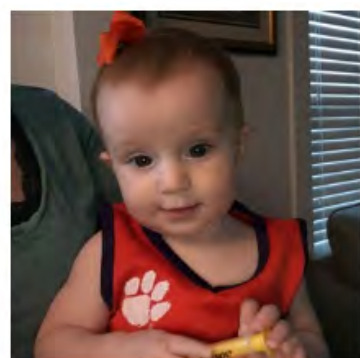
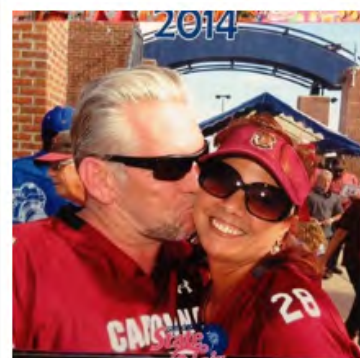
HOME NEWS SPORTS MONEY LIFE REASON OPINION OBITS MEDIA CLASSIFIEDS CARS JOBS HOMES DEALS TOOLS

**PICK 'EM FOOTBALL**  
IF YOU ARE GOING TO PLAY, PLAY TO WIN.  
CLICK TO PLAY

**PICK 'EM FOOTBALL**  
IF YOU ARE GOING TO PLAY, PLAY TO WIN!

**WHAT IS PICK 'EM FOOTBALL?**  
Jacksonville.com is launching an exciting football contest to coincide with the 2016 Pro football season and Super Bowl. Each week, local participants will compete to win for the BEST picks of the week. The 21-week contest is free to enter and contestants can win weekly prizes along with a grand prize of the Ultimate Bowl Party Package!  
Jacksonville.com will be promoting this contest on our website, on social media channels and in the Florida Times-Union newspaper reaching over 250,000 locals each week.  
We're looking for a few more local partners and thought you would be perfect. Would you like to hear more?





## Show Us Your Game Face

*The Post and Courier* | Charleston, SC | Circ.: 96,000

### THE GOAL

*The Post and Courier* had numerous goals for this statewide promotion. They wanted to maintain consistent branding, capture new, hot leads through opt-ins, drive new advertising dollars, and tap into a new market.

### THE SOLUTION

The newspaper used a two month contest timeline leading up to the big game day, including 5 different sponsorship package types.

They also utilized both digital and print to promote their contest, including banner ads, geotargeting, sports website page takeovers, and targeted email blasts. Print displays included front page branding, weekly sports section ads, and Sunday "Fierce Face of the Week" images.

### THE RESULTS

**\$19,000**  
revenue

**1,200+**  
email opt-ins for sponsor

**730+**  
photo entries

**1,300+**  
email opt-ins for paper's college football news list



# Nissan Football Kickoff Challenge

WHAM-TV | Rochester, NY | DMA: 79

## THE GOAL

The theme of this contest for their Nissan dealership group was to make it “big enough to matter”. WHAM-TV wanted to show big value to their regional buyer, and also showcase the individual dealerships.

## THE SOLUTION

WHAM-TV found an appetizing prize to bring in qualified leads for their advertiser - the brand new Nissan Titan-XD. They integrated this contest with their on-air Sunday football games, used social media platforms to promote, and used both featured on-air spot ads and website ads. WHAM-TV also created a video ad to increase awareness of the contest.

The most important piece of the contest was driving participation. WHAM-TV sent an invite email to kick off the contest and then sent out follow-up emails throughout the season announcing their Fan of the Game, reminding people to register, and getting them to tune-in to the Sunday game.

## THE RESULTS

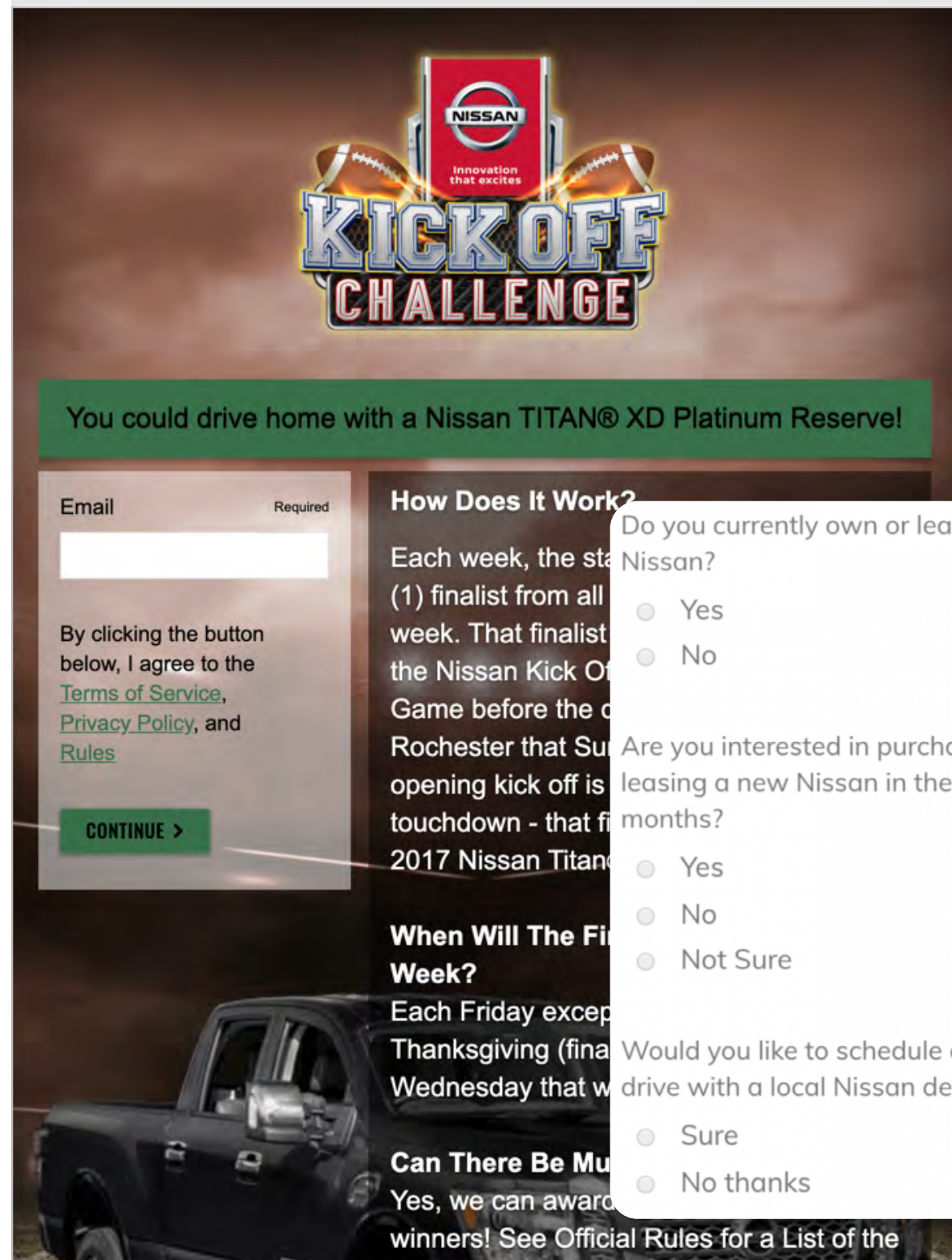
**\$25,000**  
revenue

**4,300+**  
sweeps entries

**680+**  
emails for sponsor

**50+ Leads**  
interested in buying/leasing

SEE THE CASE STUDY



The screenshot shows a mobile app interface for the "Nissan Football Kickoff Challenge". At the top is the Nissan logo with the tagline "Innovation that excites" and the event title "KICKOFF CHALLENGE" in large, stylized letters. Below this, a green banner reads "You could drive home with a Nissan TITAN® XD Platinum Reserve!". The form includes an email input field with a "Required" label and a "CONTINUE >" button. To the right of the email field, there is a section titled "How Does It Work?" which explains the contest rules: "Each week, the station will select (1) finalist from all fans who correctly guess the Nissan Kick Off of the Game before the opening kick off is...". Below this, there are three questions with radio button options: "Do you currently own or lease a Nissan?" (Yes/No), "Are you interested in purchasing or leasing a new Nissan in the next 3 months?" (Yes/No/Not Sure), and "Would you like to schedule a free test drive with a local Nissan dealer?" (Sure/No thanks). At the bottom, there is a section titled "When Will The Finalist Be Announced?" and "Can There Be Multiple Winners?".





# 4Frenzy Fan Choice Awards

WDIV-TV | Detroit, MI | DMA: 11

## THE GOAL

WDIV-TV's main goal in this ballot was to engage their high school football fan base. The success of this ballot later grew their goal to include a wider engaged audience featuring the entire high school community.

## THE SOLUTION

This ballot sought votes in numerous categories including favorite players, coaches, bands, cheer sections, and more. Six local companies acted as sponsors, ranging from car dealerships to churches. Promotion was done through dedicated emails, social posts, as well as online and print ads.

WDIV-TV built a brand around this ballot and includes fun & unique prizes. The station recognized the success of this ballot and runs it seasonally, thus growing the brand name.

## THE RESULTS

**\$220,000**  
revenue

**50,000+**  
votes

**Multi-Month**  
revenue campaign

**14,000+**  
participants

SEE THEIR STRATEGY





**Clear99** Steve's Pest Control, Inc.  
Today's Best Country Professional Pest and Termite Elimination Services

WIN MIZZOU FOOTBALL TICKETS AND SWAG!

Question 1 of 9



#1 What do you normally wear to

A team jersey

War paint on my face

Do you own your home? Required

-- Select One --

Do you worry about (or currently have problems with) the following: (check all that apply)

- ☐ Termites
- ☐ Spiders
- ☐ Mice / Rodents
- ☐ Cockroaches
- ☐ Flies / Wasps
- ☐ Fleas / Mosquitos
- ☐ None of the above

Do you have a current pest control provider? Required

-- Select One --

# What Kind of Football Fan Are You? Are You the Best or a Pest?

KCLR-FM | Columbia, MO | DMA: 137

## THE GOAL

Radio station KCLR-FM was looking for an opportunity to capitalize on football excitement in their community. They also wanted a creative campaign that would be a good fit for their advertiser, Steve's Pest Control, Inc. – a pest control company excited to brand themselves with the local college football team.

## THE SOLUTION

The station created a football personality quiz with the play on words "Are You the Best or a Pest?" To drive entrants to the quiz, they offered a prize of two tickets to a college football game plus a ton of sponsor-branded swag. They leveraged survey questions to collect hot, qualified leads for the sponsor.

## THE RESULTS

**\$ \$9,000**  
for sponsor from leads

**\$ \$2,500**  
revenue for station

**75+ Leads**  
interested in pest company

**240+**  
email opt-ins for station

SEE THE CASE STUDY



# Ideas & Inspiration

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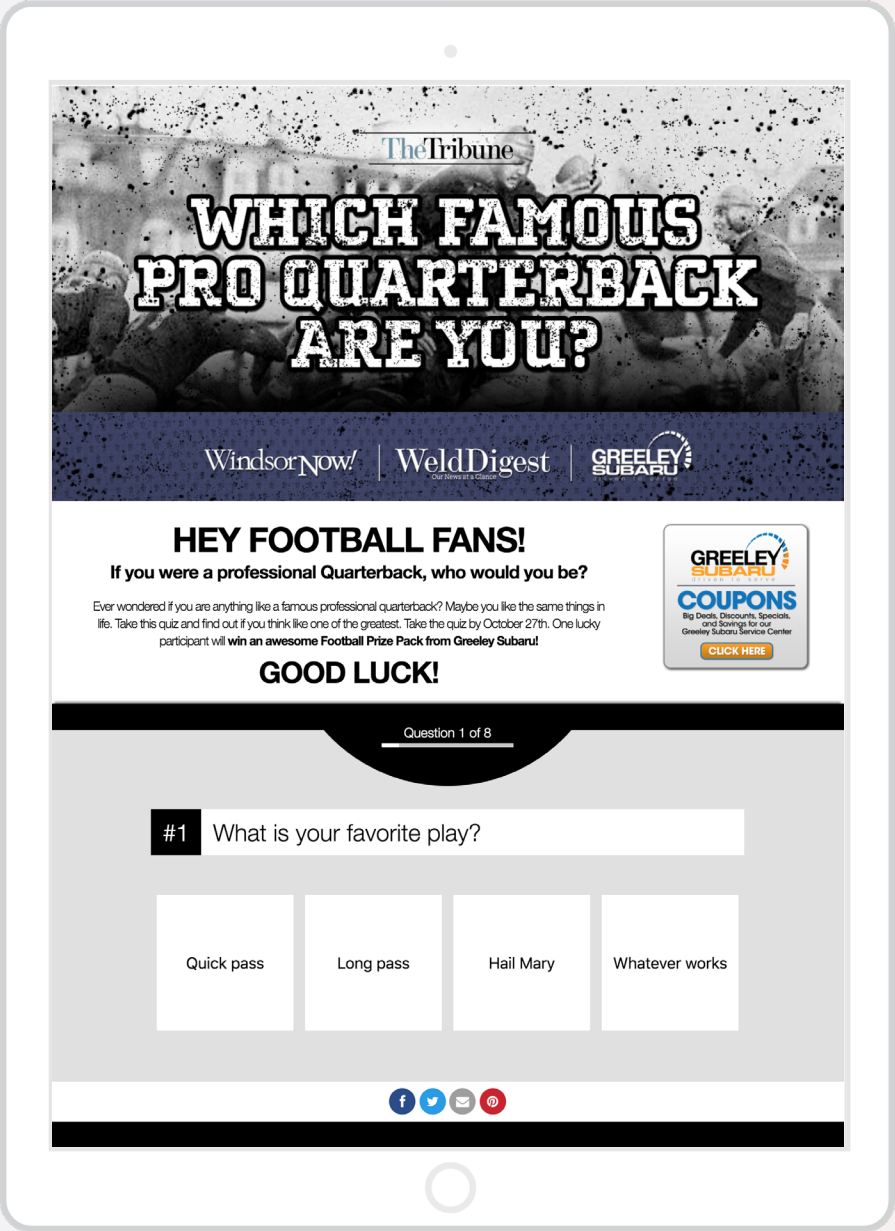


# Ideas & Inspiration



Station drove \$30,000 with pick'em centered around on-air personality, Dan Bickley.

**Bick's Picks Pro Football Pick'em**  
Arizona Sports 98.7 FM  
Phoenix, AZ | DMA: 13



**Which Famous Pro Quarterback Are You? Quiz**  
The Greeley Tribune  
Greeley, CO | Circ.: 25,185



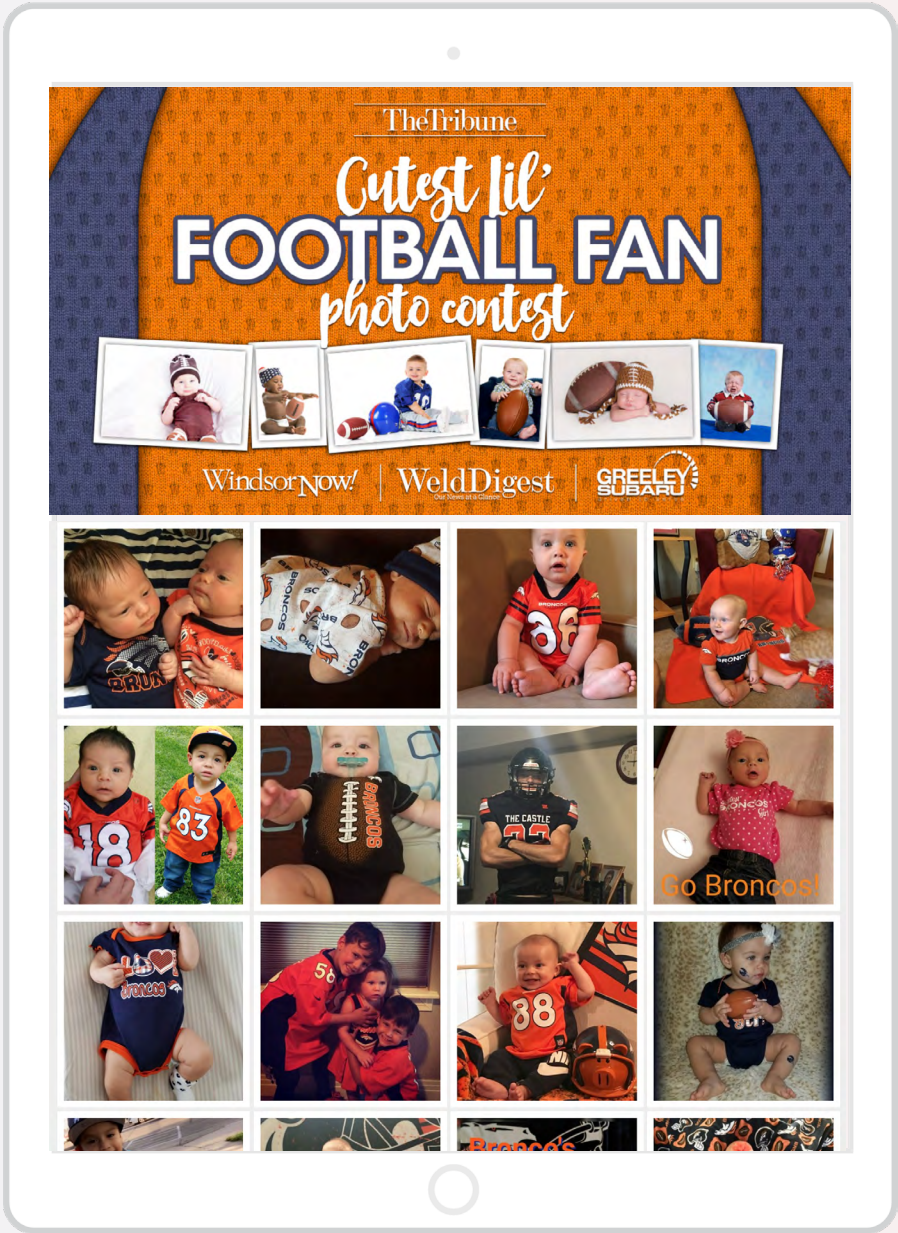
**The Best SU Football Player of All-Time – Voting Bracket**  
WSYR-TV  
East Syracuse, NY | DMA: 84



# Ideas & Inspiration



Buffalo Wild Wings Player of the Week – Poll Series  
WSBM-AM  
Florence, AL | DMA: 82



Cutest Lil' Football Fan Photo Contest  
The Greeley Tribune  
Greeley, CO | Circ.: 25,185



From Your Recliner to the Stadium Seats – Sweepstakes  
The Bryan Times  
Bryan, OH | Circ.: 9,579



# Ideas & Inspiration

24 people said they're in the market for a new home.



Take the Pro Football Trivia Quiz Presented by Dream Finders Homes, and you'll be entered to win a \$100 Gift Card to Cowford Chophouse!

Question

Have you ever visited a Dream Finders Homes model?

-- Select One --

Are you in the market for a new home?

-- Select One --

If yes, answer question below

If you answered yes above - which county are you interested in with the 5 major counties making up Jax?

-- Select One --

#1 What is the average as of 2015?

\$1.2MM

\$1.9MM



**Pro Football Trivia brought to you by Dream Finders Homes Quiz**  
Florida Times-Union  
Jacksonville, FL | Circ.: 157,599



Already Voted?

Categories

Boys Athlete of the Week

Girls Athlete of the Week

The Promotion has Ended

Boys Athlete of the Week



Luke Olson, Newman senior

Comets RB ran for 134 yards & 2 TDs - including a 73-yarder on the first play of the second half - in a 40-0 win over Princeton on Aug. 31.

SHARE



Marquez Williams, Sterling senior

Golden Warriors RB ran for 101 yards & 3 TDs, caught a TD pass, and returned an interception for a TD in a 49-14 win over Pekin on Aug. 31. The 5 total TDs tied a single-game school record.

SHARE

**Athlete of the Week Ballot**  
Sauk Valley Media  
Greeley, CO | Circ.: 25,185



**Quiz: Patriots Super Bowl history**

Question 1 of 17

#1 What number Super Bowl appearance for the Patriots?

8

9

10

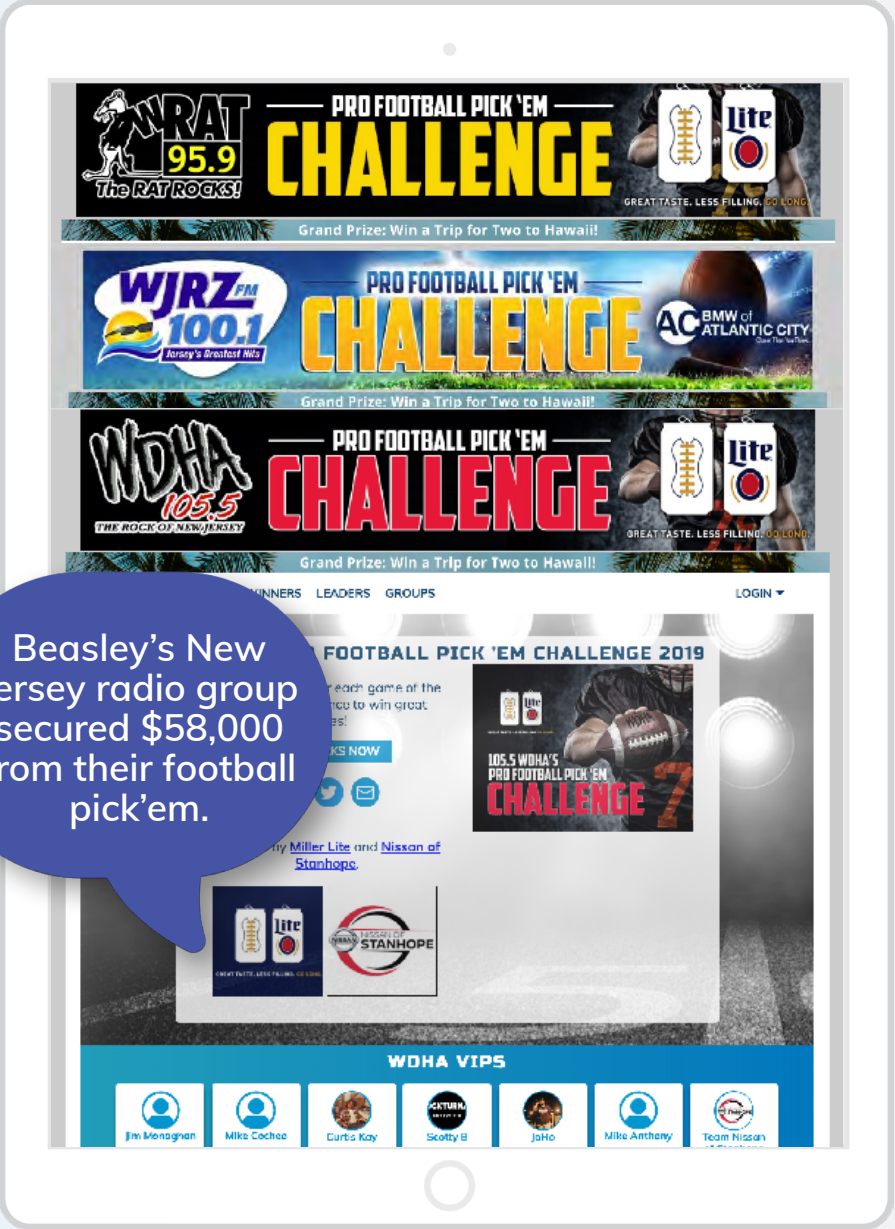
11

Quiz led to 500+ email opt-ins for the station's Patriots football newsletter.

**Quiz: Patriots Super Bowl History**  
WEEL-FM  
Boston, MA | DMA: 7



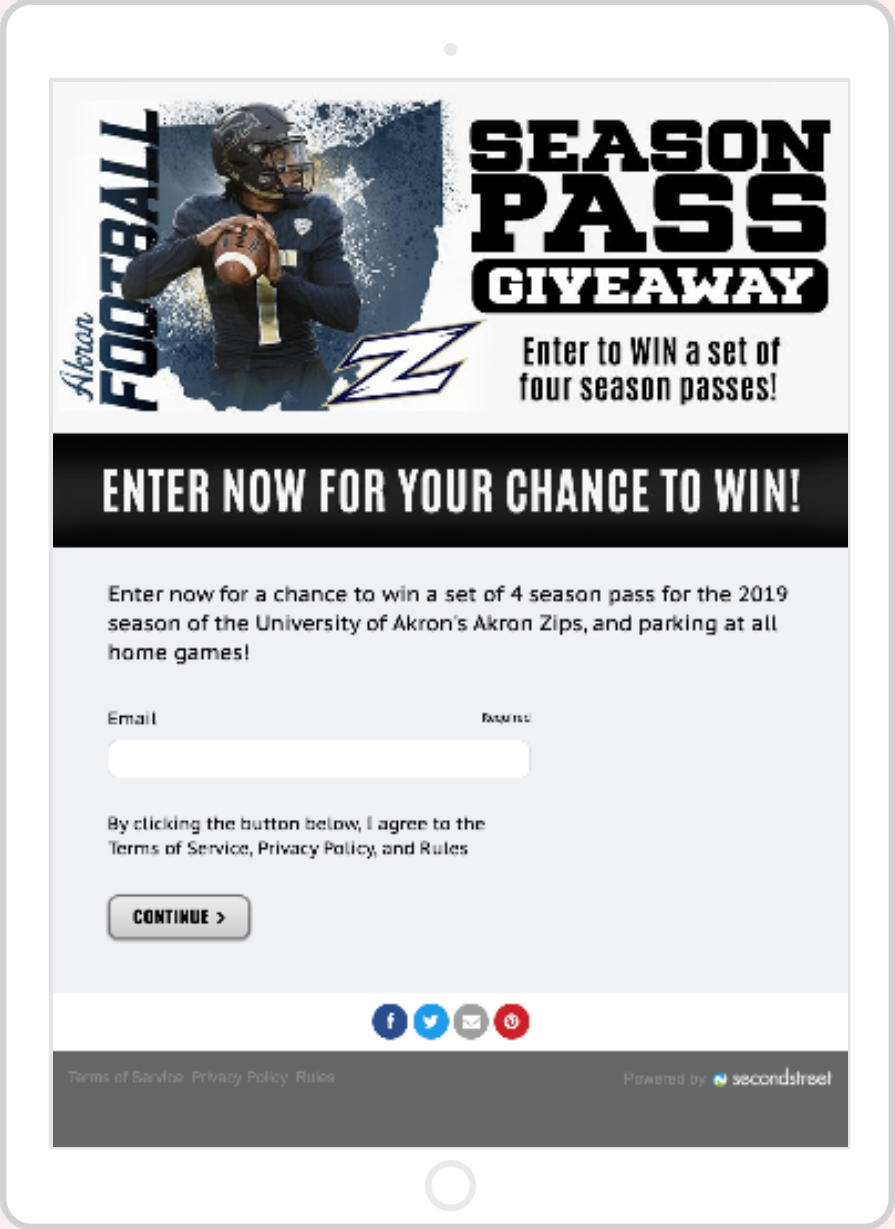
# Ideas & Inspiration



**Pro Football Pick'em Challenge**  
Beasley New Jersey Radio Group  
Belmar, NJ | DMA: 1



**Big Game Party Giveaway**  
Richmond Times-Dispatch  
Richmond, VA | Circ.: 142,571



**Season Pass Giveaway**  
Akron Beacon Journal  
Akron, OH | Circ.: 122,000



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

**lab.secondstreet.com**



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*Have questions?*  
Live chat with Julie!