



# Q1 CAMPAIGN CONCEPTS





Don't wait until the end of Q4 to start planning next year's promotions calendar. Set yourself up for a successful new year with our Q1 Campaign Concepts!

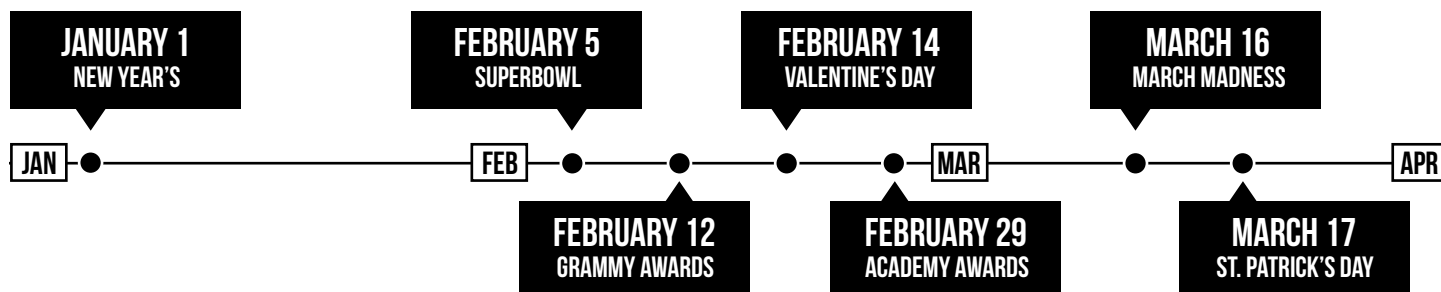
Not sure how to get started? We've got you covered! Check out this list of promotion ideas for all of the biggest holidays and events in the first quarter.

From sponsor suggestions to contest examples, we've got everything you need to hit the ground running in the new year with campaigns that will attract local sponsors and excite your audience!

Use any or all of these ideas as a launching point to connect with local businesses, sell sponsorships, and engage new and returning members of your audience throughout January, February, and March.

# CALENDAR OF EVENTS

These are key event dates to keep in mind when planning your Q1 promotions for 2017. Don't let these opportunities for sponsorship sales and audience interaction pass you by!



## PROMOTION TIPS

### HOW SHOULD I PROMOTE MY CAMPAIGN?

There are lots of ways to spread the word about your campaign to your audience. Send out newsletters, mention your giveaways or bonus code words on-air or at promotional events, or even share them on your social media profiles.

### WHAT IF I'M ON A BUDGET?

Include the cost of a prize in the sponsorship fee or ask your sponsor to donate a prize.

Instead of a contest, run a campaign of sponsored trivia, listen & wins, polls and surveys, or bonus codes.

# NEW YEAR'S CONTESTS

The new year offers your audience a fresh start - many will set personal goals, such as eating healthier or working out regularly to improve their health.

## WHEN SHOULD I RUN IT?

Your audience will likely be looking to make positive changes and uphold New Year's resolutions throughout January, so the first three to four weeks of the year is a great time to execute this type of promotion.

**Fact:** There were 36,180 U.S. Health Clubs (as listed in the Yellow Pages on January 1, 2016; includes YMCAs, community centers, studios, etc.), up 4.8% over 2015. (source: <http://www.ihrsa.org/about-the-industry/>)

## WHO CAN SPONSOR IT?

- Local 5K races
- Marathon events
- Yoga, dance, and barre studios
- Health supplement stores
- Healthy restaurants
- Healthy/Organic grocery chains
- Local farmers market
- Sporting good stores
- Hospitals/health care providers
- Insurance companies
- Weight loss products

## I'VE FOUND A SPONSOR - NOW WHAT?

SWEEPSTAKES IDEA	UGC IDEA	SWEEPSTAKES IDEA
<p><b>Title:</b> New Year, New You</p> <p><b>Target sponsors:</b> local clothing boutiques, gyms, personal trainers</p> <p><b>Prize:</b> Win cash or a gift card for a new wardrobe or gym membership.</p>	<p><b>Title:</b> Healthiest Recipes</p> <p><b>Target sponsors:</b> farmers market, health food/organic grocery stores, vitamin shop</p> <p><b>Entry/Prize:</b> Share healthy recipes for a chance to win a gift card.</p>	<p><b>Title:</b> Shape Up Sweepstakes</p> <p><b>Target sponsors:</b> sporting goods store, gym, personal trainer, health supplement store</p> <p><b>Prize:</b> Kick off a healthier new year with a gym membership, personal training package, or sporting goods gift card.</p>

# FOOTBALL CHAMPIONSHIP

Sports fans rejoice! Pro-football's biggest game is also an opportunity for you to score big with your audience. You don't have to blow your promotions budget on a pair of tickets to the game to include your members in the action--and your local sponsors will be relieved they won't have to pay that hefty \$4.5 million advertising price tag for a commercial spot during the big event.

## WHEN SHOULD I RUN IT?

The big game takes place on February 5th, so start getting your members excited for the ultimate gridiron showdown no later than the second week of January.

**Fact:** The 2016 Pro-football Championship game was watched by more than 114.4 million viewers in the U.S. (source: <http://www.statista.com/statistics/216526/super-bowl-us-tv-viewer-ship/>)

## WHO CAN SPONSOR IT?

- Sports bars
- Sporting good stores
- Local barbecue or pizza restaurant
- Grocery stores or restaurants that cater for parties
- Local outdoors and camping supply stores
- Electronic stores
- Furniture stores
- Local casinos

## I'VE FOUND A SPONSOR - NOW WHAT?

BRACKET IDEA	UGC IDEA	UGC/BRACKET IDEA
<p><b>Title:</b> Fan Face-Off</p> <p><b>Target sponsors:</b> local casino, sports bar, BBQ restaurant</p> <p><b>Entry/Prize:</b> Submit your best fan photo for a chance to win VIP access at a local casino or sports bars for the Big Game, or free catering for your next tailgate.</p>	<p><b>Title:</b> Show Us Your Game Face</p> <p><b>Target sponsors:</b> Sporting goods store</p> <p><b>Entry/Prize:</b> Submit a photo of your best 'game face' for a chance to win a gift card to a sponsoring sporting good store to stock up on Game Day gear.</p>	<p><b>Title:</b> Doggie Bowl</p> <p><b>Target sponsors:</b> local pet supply store, pizza restaurant</p> <p><b>Entry/Prize:</b> Submit a picture of your pet wearing your favorite team's colors for a chance at free pizza or gift card to a sponsoring pet store.</p>

# THE GRAMMY AWARDS®

Music's biggest night honors an array of talented artists that nearly every viewer can appreciate.

## WHEN SHOULD I RUN IT?

The awards show takes place on February 12th, so mid-January is the perfect time to begin a contest promotion around the event.

**Fact:** The number of people in the U.S. who watched the GRAMMY Awards on TV last year was 47.78 million. (source: <https://www.statista.com/topics/1565/grammy-awards/>)

## WHO CAN SPONSOR IT?

- Local party supply stores
- Instrument & music equipment shops
- Local recording studios
- Indie record stores

## I'VE FOUND A SPONSOR - NOW WHAT?

UGC IDEA	SWEEPSTAKES IDEA
<p><b>Title:</b> Next Music Idol</p> <p><b>Target sponsors:</b> local recording studio or music shop</p> <p><b>Entry/Prize:</b> Submit a videos showcasing your musical talent for the chance to win recording time or a gift card for new music gear.</p>	<p><b>Title:</b> Pick &amp; Win: Music Prize Pack</p> <p><b>Target sponsors:</b> party supply store, local indie record store</p> <p><b>Entry/Prize:</b> Predict the biggest winners for a chance at winning a gift card to a local party supply store, a CD prize pack, or free music downloads.</p>



# VALENTINE'S DAY

Time to break out the bubbly! Valentine's Day is not only the most romantic day of the year, but it's also a prime time to run sponsored campaigns! There is a long list of local businesses who would make the perfect match for a Valentine-themed promotion.

## WHEN SHOULD I RUN IT?

Valentine's Day is February 14th, so start putting your audience in the mood for this romantic holiday no later than mid-January. If you plan to run a larger promotion, such as a Dream Wedding Giveaway, consider beginning even earlier.

**Fact:** The average annual Valentine's Day spending is \$13,290,000,000. (source: <http://www.statisticbrain.com/valentines-day-statistics/>)

## WHO CAN SPONSOR IT?

- Chocolatiers or candy shops
- Local florist
- Jewelers
- Local wedding vendors
- Local wineries
- Travel agent
- Hotels
- Local gift shops
- Fine dining restaurants
- Event-planning companies
- Local bed & breakfast inns

## I'VE FOUND A SPONSOR - NOW WHAT?

SWEEPSTAKES IDEA	UGC IDEA	SWEEPSTAKES IDEA
<p><b>Title:</b> Dream Wedding Sweepstakes</p> <p><b>Target sponsors:</b> local wedding vendors, florists, travel agency, jewelers, event-planning companies, local wineries, hotels</p> <p><b>Prize:</b> Promote a dream wedding or second honeymoon through a prize package from local wedding vendors or a travel agency.</p>	<p><b>Title:</b> Worst Date Ever</p> <p><b>Target sponsors:</b> Local gift shops, florists, chocolatiers or candy shops, local wineries</p> <p><b>Entry/Prize:</b> Share your worst date experience for a chance to win cash or other prizes from local sponsors.</p>	<p><b>Title:</b> Valentine's Weekend Getaway</p> <p><b>Target sponsors:</b> local restaurant, bed and breakfast, florist, chocolatier, local wineries</p> <p><b>Entry/Prize:</b> Win a romantic weekend getaway to a fine dining eatery and hotel or a local bed &amp; breakfast.</p>

# ACADEMY AWARDS®

And the award for best campaign goes to... you! Hollywood's biggest night will be a hugely trending topic among your audience, and that means it's the perfect opportunity to join in the conversation with Academy Award-themed content.

## WHEN SHOULD I RUN IT?

The big night takes place on February 29th, so plan to start your campaign no later than late January or early February.

**Fact:** The number of social media comments regarding the 2016 Academy Awards was 7.22 million. (source: <https://www.statista.com/topics/1407/academy-awards/>)

## WHO CAN SPONSOR IT?

- Movie theaters
- Party supply stores
- Grocers
- Local restaurants
- Local performance arts organizations

## I'VE FOUND A SPONSOR - NOW WHAT?

UGC IDEA	SWEEPSTAKES IDEA	SWEEPSTAKES IDEA
<p><b>Title:</b> Celebrity Lookalikes</p> <p><b>Target sponsors:</b> local movie theater</p> <p><b>Entry/Prize:</b> Submit a photo of you looking like your favorite celebrity for a chance to win free theater passes, movie snacks and more.</p>	<p><b>Title:</b> Pick &amp; Win: Movie Night Prize Pack</p> <p><b>Target sponsors:</b> party supply store, grocery store</p> <p><b>Entry/Prize:</b> Predict the biggest category winners for a chance to win a gift card to a local party supply or grocery store or a movie prize pack.</p>	<p><b>Title:</b> Ultimate Viewing Party</p> <p><b>Target sponsors:</b> local party supply store, pizza restaurant</p> <p><b>Entry/Prize:</b> Enter to win free pizza or supplies for your own viewing party.</p>



# COLLEGE BASKETBALL

Be part of the basketball frenzy this March! The popularity of bracket promotions during the college tournament is spreading like wildfire, and your sponsors and audience will surely want to join in the madness.

## WHEN SHOULD I RUN IT?

The tournament begins March 16th, so start getting your members excited for the college basketball action no later than the second week of February.

**Fact:** 10% of the U.S. population participates in a bracket pool.  
(source: <https://wallethub.com/blog/march-madness-statistics/11016/>)

## WHO CAN SPONSOR IT?

- Sports bars
- Local barbecue or pizza restaurants
- Sporting good stores
- Grocery stores
- Local casinos
- Fast food restaurants
- Convenience stores

## I'VE FOUND A SPONSOR - NOW WHAT?

BRACKET IDEA	UGC IDEA	SWEEPSTAKES IDEA
<p><b>Title:</b> Basketball Mania</p> <p><b>Target sponsors:</b> local sports bar, local casino</p> <p><b>Entry/Prize:</b> Fill out a bracket for a chance to win free food for your next tailgate, or VIP seating at a local sports bar or casino viewing party.</p>	<p><b>Title:</b> Ultimate Fan Contest</p> <p><b>Target sponsors:</b> local sporting goods store</p> <p><b>Entry/Prize:</b> Submit your best fan photo for a chance to win Game Day gear from a local sporting goods store.</p>	<p><b>Title:</b> Slam Dunk Sweepstakes</p> <p><b>Target sponsors:</b> local restaurants, grocery stores, fast food stores</p> <p><b>Prize:</b> Enter to win gift cards, free catering, or a shopping spree to stock up on tailgate snacks.</p>

# ST. PATTY'S DAY

With the popularity of St. Patty's Day, you won't need the luck of the Irish to secure a sponsor for a fun holiday promotion!

## WHEN SHOULD I RUN IT?

St. Patty's Day is March 17th, so start getting your members excited about the holiday no later than mid-February.

**Fact:** 46% of adults plan on celebrating St. Patrick's Day. (source: <http://www.statisticbrain.com/st-patricks-day-statistics/>)

## WHO CAN SPONSOR IT?

- Local pubs or breweries
- Local Irish businesses
- Grocery stores
- Jewelers
- Travel agencies
- Hotels
- St. Patty's Day parade organizers

## I'VE FOUND A SPONSOR - NOW WHAT?

SWEEPSTAKES IDEA	SWEEPSTAKES IDEA	SWEEPSTAKES IDEA
<p><b>Title:</b> St. Patty's Weekend Getaway</p> <p><b>Target sponsors:</b> pub or brewery, hotel, travel agency</p> <p><b>Prize:</b> Win a trip to a local brewery and hotel or a weekend trip.</p>	<p><b>Title:</b> Pot o' Gold</p> <p><b>Target sponsors:</b> local jeweler</p> <p><b>Prize:</b> Win gift cards from a local jeweler.</p>	<p><b>Title:</b> St. Patty's Parade</p> <p><b>Target sponsors:</b> local St. Patty's parade organizers, local Irish businesses</p> <p><b>Prize:</b> Win VIP passes to a big St. Patty's celebration or the chance to appear in your local St. Patty's Day parade.</p>

# NEED MORE IDEAS?

Looking for more themes for your Q1 campaigns? Consider one of these other holidays or events happening in the first quarter:

- Martin Luther King Day - January 14
- Chinese New Year - January 28
- Black History Month - All of February
- Groundhog Day - February 2
- President's Day - February 20
- Daytona 500 - February 26
- Mardi Gras - February 28
- Women's History Month - All of March
- Employee Appreciation Day - March 3
- Tax Prep - All of March (Tax Day is April 15)

Don't forget to check with local businesses for special events and celebrations that you could tie into your Q1 campaigns. This is an excellent way to engage with your members and the community.

# WE WANT TO HEAR FROM YOU!

Did you hit one out of the park with a recent campaign? Have you landed a big sponsor using a creative contest or promotion idea? Tell us all about it! Contact our [Syndicated Content Team](#) to ask questions, share success stories, or even tell us what you'd like to see in our next engagement blog post or content guide! We can be reached at [syndicatedcontent@tritondigital.com](mailto:syndicatedcontent@tritondigital.com)

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Here are a few other contacts you may find helpful:

Get product training  
[training@tritondigital.com](mailto:training@tritondigital.com)

Report a bug  
[help@tritondigital.com](mailto:help@tritondigital.com)

Discuss ideas and best practices  
[csm@tritondigital.com](mailto:csm@tritondigital.com)

Talk to a promotions personal trainer  
[activationmanagers@tritondigital.com](mailto:activationmanagers@tritondigital.com)

