

GIVE IT AWAY AND WATCH YOUR SALES GROW

A well-constructed giveaway builds awareness of your brand, generates valuable sales leads, and focuses attention on your key products. Partnering with a trusted media brand like *Classical Guitar* makes perfect sense.

- Our creative team knows how to showcase the prizes and brands.
- Our marketing team knows how to build attention and engagement.
- Our audience responds when they see *Classical Guitar*'s seal of approval on a giveaway.



How We Work

In consultation with your sales rep, you choose the prize package and lay out the schedule. Give us the prize specs, images, and descriptive text, and we make the creative, subject to your approval. We bear all costs of developing and marketing the giveaway. You donate the prize package and fulfill prizes.

The Marketing Plan

For every dollar of prize value, you get a dollar of print ad value. In addition, we support your giveaway with a full sponsored content digital package including web page, home page attention, e-newsletter featured story, and posts to social media channels. We deploy e-news and social media four times:

- Giveaway kick-off announcement, one month prior to the entry deadline.
- Mid-campaign reminder, two weeks prior to the entry deadline.
- Last-chance reminder, two days prior to the entry deadline.
- Announcement of winners (within two to four weeks of deadline).

Follow Up

Upon form submission, giveaway entrants are opted into receiving marketing emails from you unless they uncheck the agreement. You'll receive this full list once the contest closes.

We select the winners at random, contact them, and manage all paperwork, including tax forms. When winners sign off, you get their contact information and you fulfill the prizes.

Your giveaway continues to live on our website, where we showcase the main winner and runners-up.