



Online Competition Platform

Why you need "Let's Win Something!"

DID YOU KNOW?

20% of Facebook users have purchased something because of advertising or comments they saw on their newsfeed.

40% of Twitter users regularly search for products via Twitter.

60% of social media users are willing to post about products or services on Facebook if they get a deal or discount.

43% of marketers have noticed an improvement in sales due to social campaigns.

"No strings attached!"



YOUR SHORTCUT TO GRABBING ATTENTION, BUILDING AWARENESS - AND CREATING BRAND BUZZ

Do you want people talking about your brand? Do you want your prospects dreaming about you? Do you want them waking up thinking about you?

Promoting competitions through social media is a sure-fire way to get people excited about your brand. That's why astute businesses now embrace online competitions as an integral part of their marketing strategy.

Introducing **Let's Win Something**

Let's Win Something is an online competition platform for marketing-savvy businesses.

Primarily attracting young, socially-active spenders, *Let's Win Something* runs new, exciting competitions every day.

But unlike other competition sites, there's no catch for the consumer. Competition entry is free. People don't have to 'do' anything to enter. Consumer privacy is protected. And by "sharing" their experience with friends through Social Media - the higher their chances of winning.

Create instant buzz

Word-of-mouth marketing has never been more powerful than it is today. Now that people can tell their friends what captures their interest through channels such as Facebook and Twitter, you can create widespread buzz about your brand. Instantly and inexpensively.

So what better way to encourage people to talk about your brand, than with an enticing online competition? And with *Let's Win Something*, that's easy.

Build brand awareness

A great product is worthless if your customers and prospects don't know about it. Similarly, a great competition that no one hears about is pointless.

Every *Let's Win Something* competition is promoted to our growing membership base - and to the wider online population via Google, Facebook and Twitter.

And remember, when it comes to social media, paid advertising barely scratches the surface of what's possible.

Attract a new audience

Promoting competitions to your existing customers is nice and they'll probably enjoy it. But if you want to attract a new audience - people who don't even know you exist - *Let's Win Something* is the answer. A *Let's Win Something* competition can help you attract profitable new markets and motivate fresh prospects to visit your website.



your golden opportunity to become a LET'S WIN SOMETHING SPONSORSHIP PARTNER



More and more businesses are discovering the benefits of running online competitions - and embracing the power of social media to promote them. Now your brand can experience that power too.

But first, let us answer some of your burning questions...

How much does it cost to run a competition on Let's Win Something?

Becoming a *Let's Win Something* sponsorship partner is easy and economical. You have two minor outlays.

1. **Prize value:** The cost to your business of the prize you're donating.
2. **Competition administration fee:** A one-off fee of \$149 per competition to cover the cost of designing, uploading and maintaining your competition on our site.

How will my competition be promoted?

Your competition will be promoted in three ways.

1. **Website exposure:** All competitions are featured on the heavily promoted *Let's Win Something* website. Your prize will be featured on our homepage for the duration of the competition (which depends on your chosen sponsorship package).
2. **Online advertising:** To broaden the reach of your campaign and capture new audiences, we also advertise individual competitions on Google, Facebook and Twitter. Our strategically planned advertising programs ensure each competition reaches the right audience via the most suitable channels.
3. **Social media 'sharing':** At *Let's Win Something*, we specifically target heavy social media users to increase the likelihood of your campaign going viral. We do this by encouraging all entrants to 'share' our competitions with their social network to increase their chances of winning.

Do I still give away my prize if it doesn't take off?

We aim to help all our sponsorship partners design smart campaigns and attract large audiences. So we expect you to experience nothing but success. However, we also believe you deserve peace of mind - no matter what your investment.

That's why offer the *Let's Win Something* 'nothing to lose guarantee'.

It's simple. All *Let's Win Something* competitions go 'live' only once a minimum of number of unique entries is achieved. That means you only donate your prize if the competition lures an acceptable number of people. So, you really have nothing to lose!

What happens at the end of my competition?

Here's what you get after your competition closes.

Exclusive offer: You have the opportunity to release an offer (such as a discount voucher or special gift) that's exclusive to those who entered your competition. Your offer aims to increase traffic to your site while your brand is still buzzing - and helps you measure the longer-term impact of your campaign.

Member Deal: You also have the opportunity to release a second special offer - this time to the entire *Let's Win Something* membership base. Members will see your offer when they access their *Let's Win Something* mailbox that sits within our site (specific offers will never be sent directly to members' private email addresses.)

Demographic data: We don't release private details of competition entrants to third parties. However, we do release the demographic classifications of everyone who entered your competition. This data will give you a clearer picture of exactly who is attracted to your brand and product.





CHOOSE THE PERFECT SPONSORSHIP PACKAGE FOR YOU

Foundation Sponsorships – for a limited time only!

This is a never-to-be-repeated opportunity for you to become a **Let's Win Something** Foundation Sponsor. Simply sign up as a **Let's Win Something** sponsor **before XXX** to reap the rewards.

As a Let's Win Something Foundation Sponsor:

- ✓ Your brand gets to piggy-back off the aggressive **Let's Win Something** launch campaign – including PR, social media marketing and broad-scale advertising
- ✓ Your specific competition will be **heavily** promoted through online channels such as Google, Facebook and Twitter
- ✓ You competition set-up fee is waived (save \$149 per competition)
- ✓ Your competition will feature on **Let's Win Something** for at least three days
- ✓ No directly competing product will be promoted on **Let's Win Something** during our launch period (three months)
- ✓ The higher your prize value, the earlier your competition will feature during our launch period
- ✓ Your RRP prize value must be \$500 or more.

Limited Foundation Sponsorships are available. So get in quick.

Call us on **XXXXXX** to secure your Foundation Sponsorship today.

**NO STRINGS
attached**

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