



# Q2 CAMPAIGN CONCEPTS



**TRITON**  
DIGITAL



Don't wait until the end of Q1 to start planning next quarter's promotions calendar. Set yourself up for a successful new year with our Q2 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 second quarter.

From sponsor suggestions to contest examples, we've got everything you need to hit the ground running in Q2 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 April, May, and June.

# CALENDAR OF EVENTS

These are key event dates to keep in mind when planning your Q2 promotions for 2017. Don't let these opportunities for sponsorship sales and audience interaction pass you by!



In addition to these key dates, reach out to local businesses in your community to discover other special events and opportunities to feature in your Q2 campaigns!

# 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.

# MASTERS TOURNAMENT

Tee off your Q2 promotions with America's favorite pro golf tournament!

## WHEN SHOULD I RUN IT?

The tournament takes place the first week of April, so plan to launch your promotion no later than mid-March. For maximum engagement, start your campaign three or four weeks prior to the tournament.

**Fact:** The average Sunday viewership for the 2015 Masters on CBS was 14 Million. (source: <https://wallethub.com/blog/masters-by-the-numbers/2965/>)

## WHO CAN SPONSOR IT?

- Local golf course/country club
- Local mini-golf
- Sporting goods store
- Sports bar
- Local casino
- Local arcade or family fun/gaming center

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

SWEEPSTAKES IDEA	SWEEPSTAKES IDEA	SWEEPSTAKES IDEA
<p><b>Title:</b> Green Jacket Giveaway</p> <p><b>Target sponsors:</b> local sports outfitters or clothing store, local golf course</p> <p><b>Prize:</b> You may not have qualified for an invitation to the Masters, but you could dress like a golf champ when you win your very own green jacket and check from our sponsor!</p>	<p><b>Title:</b> Golf Like a Pro Giveaway</p> <p><b>Target sponsors:</b> local golf course or country club</p> <p><b>Prize:</b> Improve your golf game with free lessons and a one-year membership to a local golf course or country club!</p>	<p><b>Title:</b> Mini Golf Masters</p> <p><b>Target sponsors:</b> local mini-golf course, arcade or family fun/gaming center</p> <p><b>Prize:</b> Enter for a chance to be one of ten people who will compete for a cash prize in our Mini Golf Masters tournament at a sponsoring mini-golf location!</p>

# TAX DAY

Ease the stress of tax season by giving your audience something to celebrate!

## WHEN SHOULD I RUN IT?

Tax season traditionally ends on April 15<sup>th</sup>, so plan to launch your promotion no less than three weeks prior.

**Fact:** 150 Million individual income tax returns were expected to be filed in 2016 (source: <https://wallethub.com/blog/tax-day-statistics/11835/>)

## WHO CAN SPONSOR IT?

- Local tax processing agency
- Bank or credit union
- Auto dealership
- Local spa

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

SWEEPSTAKES IDEA	SWEEPSTAKES IDEA	SWEEPSTAKES IDEA
<p><b>Title:</b> Tax Relief Sweepstakes</p> <p><b>Target sponsors:</b> bank or credit union, local accounting agency</p> <p><b>Prize:</b> Enter for a chance to win a cash prize on Tax Day!</p>	<p><b>Title:</b> Tax Day Relax Day</p> <p><b>Target sponsors:</b> Tax Day Relax Day</p> <p><b>Prize:</b> Ease the stress of tax season with a relaxing trip to the spa!</p>	<p><b>Title:</b> Tax Day Splurge Sweepstakes</p> <p><b>Target sponsors:</b> auto dealership, travel agency</p> <p><b>Prize:</b> Planning to buy something fun with your tax refund? Enter for a chance to increase your purchasing power with a cash prize from our sponsor!</p>

# EASTER

Spring is here, and with it comes colorful eggs, baskets, and chocolate bunnies! Easter is a great opportunity for some fun, family-friendly campaigns!

## WHEN SHOULD I RUN IT?

Easter Sunday is April 16<sup>th</sup>, so be sure to allow up to three weeks prior to the holiday to run your campaign. Start your promotion by mid-March for optimum engagement.

*Fact: Easter spending is on the rise, with Americans collectively spending \$17.3 billion on holiday-related items in 2016. (source: <http://time.com/money/4269806/easter-spending-facts-chocolate-peeps/>)*

## WHO CAN SPONSOR IT?

- Florists
- Candy Shops
- Grocery stores or farmers markets
- Local restaurants
- Clothing stores
- Party supply/novelty stores
- Bakeries
- Local jewelers
- Local bank or credit union
- Family-oriented local businesses

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

SWEEPSTAKES IDEA	UGC IDEA	SWEEPSTAKES IDEA
<p><b>Title:</b> Golden Egg Giveaway</p> <p><b>Target sponsors:</b> jewelers, party supply/novelty stores, local bank or credit union</p> <p><b>Prize:</b> No need to hunt for Easter eggs this year--we've got the Golden Egg right here! Enter to win a "golden" prize pack from our sponsor!</p>	<p><b>Title:</b> Best Easter Egg</p> <p><b>Target sponsors:</b> candy shops, party supply/novelty stores, clothing boutique, florists, grocery stores</p> <p><b>Entry/Prize:</b> Think you can decorate the best egg in the basket? Submit a photo of your best Easter egg for a chance to win prizes from our sponsors!</p>	<p><b>Title:</b> Feast for Easter</p> <p><b>Target sponsors:</b> local grocery store or supermarket, bakeries, local restaurant</p> <p><b>Prize:</b> Don't spend Easter Sunday in the kitchen! Enter for a chance to win a catered meal with all the fixings from our sponsor, and enjoy more time with your family!</p>

# CINCO DE MAYO

Break out the piñatas, chips, and salsa! Cinco de Mayo is a great opportunity to boost engagement with fun fiesta-themed campaigns!

## WHEN SHOULD I RUN IT?

Cinco de Mayo is May 5<sup>th</sup>, so plan to launch your campaign no later than three weeks prior. For optimum engagement, begin your promotion in the second week of April.

**Fact:** An estimated 3 million pounds of avocados are consumed on Cinco de Mayo. (source: <http://blogs.hrblock.com/2015/05/05/surprising-spending-stats-for-cinco-de-mayo/>)

## WHO CAN SPONSOR IT?

- Mexican restaurants or local taco trucks
- Supermarket
- Party supply store
- Local farmers market
- Bank or credit union

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

SWEEPSTAKES IDEA	UGC IDEA	SWEEPSTAKES IDEA
<p><b>Title:</b> Win a Cinco de Mayo Fiesta!</p> <p><b>Target sponsors:</b> Mexican restaurants, grocery stores, taco trucks, party supply store</p> <p><b>Prize:</b> Enter for a chance to win your own Cinco de Mayo celebration for you and your friends or co-workers, with food catered by a local mexican restaurant or popular taco truck!</p>	<p><b>Title:</b> Ultimate Guac Contest</p> <p><b>Target sponsors:</b> Mexican restaurant, supermarket, local farmers market</p> <p><b>Entry/Prize:</b> Think you make the best guac on the block? Submit your own guacamole dip recipe for a chance to win free food from our sponsor!</p>	<p><b>Title:</b> Piñata Payout Sweepstakes</p> <p><b>Target sponsors:</b> party supply store, Mexican restaurant, bank or credit union</p> <p><b>Prize:</b> Here's one piñata you'll definitely want to bash--one filled with a cash prize from our sponsor! Enter for your chance to win!</p>

# MOTHER'S DAY

Help your audience celebrate the women in their lives with engaging Mother's Day promotions!

## WHEN SHOULD I RUN IT?

Mother's Day is May 14<sup>th</sup>, so plan to launch your campaign no later than four weeks prior. Mid-April is the perfect time to begin this type of promotion to build momentum and drive traffic.

**Fact:** Consumers spent a total of \$19.9 billion on Mother's Day in 2014.

(source: <https://www.discover.com/credit-cards/resources/holiday/mothers-day-vs-fathers-day-infographic>)

## WHO CAN SPONSOR IT?

- Jewelers
- Florists
- Candy shops
- Local Spa
- Winery
- Nail or hair salon
- Clothing stores
- Restaurants
- Local botanical garden

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

SWEEPSTAKES IDEA	SWEEPSTAKES IDEA	UGC IDEA
<p><b>Title:</b> Mom's Day Off</p> <p><b>Target sponsors:</b> local spa, florist, candy shop, local botanical garden, winery, local jeweler</p> <p><b>Prize:</b> Doesn't Mom deserve a little pampering? Enter for a chance to give that special woman a day off from chores and treat her to some rest, relaxation, and indulgence!</p>	<p><b>Title:</b> Mother's Day Makeover</p> <p><b>Target sponsors:</b> local hair salon, local nail salon, clothing stores, jeweler</p> <p><b>Prize:</b> This Mother's Day, help Mom feel and look her best with a makeover prize pack from our sponsors!</p>	<p><b>Title:</b> Like Mother, Like Daughter Contest</p> <p><b>Target sponsors:</b> local restaurants, supermarket, jewelers, clothing stores</p> <p><b>Entry/Prize:</b> Could you and your mother pass for twins? Submit your look-alike photo for a chance to win Mother's Day goodies or a cash prize!</p>



# MEMORIAL DAY

Fire up the grill and get ready to cook up some excellent engagement opportunities with a Memorial Day campaign!

## WHEN SHOULD I RUN IT?

Memorial Day is May 29<sup>th</sup>, so plan to begin your promotion no less than three weeks prior to the holiday. The last week in April is the perfect time to launch your Memorial Day campaign.

**Fact:** 62% of Americans plan to barbecue over Memorial Day weekend.  
(source: <https://wallethub.com/blog/memorial-day-stats/21363/>)

## WHO CAN SPONSOR IT?

- Local barbecue restaurant
- Car dealerships
- Grocery store or local farmers market
- Outdoor gear store
- Hotel
- Travel agency
- Car rental center
- Home & garden supply store
- Local bank or credit union branch

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

SWEEPSTAKES IDEA	UGC IDEA	UGC IDEA
<p><b>Title:</b> Backyard Barbecue Sweepstakes</p> <p><b>Target sponsors:</b> barbecue restaurant, grocery store</p> <p><b>Prize:</b> Enter for a chance to win catered food or a gift card to spend toward groceries and supplies for your own Memorial Day weekend celebration!</p>	<p><b>Title:</b> Grill Master Contest</p> <p><b>Target sponsors:</b> grocery store, local farmers market, home &amp; garden store</p> <p><b>Entry/Prize:</b> Do you grill and smoke meats like a pro? Submit photos of your best barbecue spread for a chance to win free groceries or a new grill from our sponsor!</p>	<p><b>Title:</b> My Hero Contest</p> <p><b>Target sponsors:</b> Bank or credit union, outdoor gear store, grocery store, restaurant</p> <p><b>Entry/Prize:</b> Honor your favorite veteran this Memorial Day! Submit a photo of your veteran hero for a chance to win a cash prize from our sponsor!</p>

# FATHER'S DAY

Help your audience honor dear old Dad with these fun Father's Day promotion ideas!

## WHEN SHOULD I RUN IT?

Father's Day is June 18<sup>th</sup>, so plan to launch your campaign no later than three weeks prior to the holiday. Mid-May is the perfect time to start your promotion to allow for optimal engagement with your audience.

**Fact:** 65% of people who spend money on Father's Day purchase gift cards. 43% spend money on special outings or apparel as gifts. (source: <http://www.moneytips.com/how-people-spend-money-on-fathers-day-gifts>)

## WHO CAN SPONSOR IT?

- Local golf course or country club
- Automotive businesses
- Sporting goods store
- Outdoor gear store
- Home improvement stores
- Restaurants
- Hotels
- Breweries

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

SWEEPSTAKES IDEA	SWEEPSTAKES IDEA	UGC IDEA
<p><b>Title:</b> Father's Day Family Getaway</p> <p><b>Target sponsors:</b> hotels, automotive businesses, restaurants</p> <p><b>Prize:</b> Don't just get Dad another tie this Father's Day--treat him to some family time on a weekend trip!</p>	<p><b>Title:</b> Dad's Day Out</p> <p><b>Target sponsors:</b> local golf course or country, restaurants, breweries</p> <p><b>Prize:</b> Enter for a chance to win a day out with Dad enjoying all his favorite things!</p>	<p><b>Title:</b> Dad Knows Best" Contest</p> <p><b>Target sponsors:</b> local golf course, automotive businesses, home improvement stores</p> <p><b>Entry/Prize:</b> Dads give great advice. Share your best life lesson from Dad for a chance to win a prize pack from our sponsor!</p>

# NEED MORE IDEAS?

Looking for more themes for your Q2 campaigns? Consider one of these other holidays or events happening in the second quarter:

- April Fools' Day - April 1<sup>st</sup>
- Grand National - April 8<sup>th</sup>
- Earth Day - April 22<sup>nd</sup>
- Arbor Day - April 28<sup>th</sup>
- Kentucky Derby - May 6<sup>th</sup>
- National Nurses Day - May 6<sup>th</sup>
- Armed Forces Day - May 20<sup>th</sup>
- Flag Day - June 14<sup>th</sup>
- US Open - June 15<sup>th</sup> - June 18<sup>th</sup>

Now you're ready to kickstart your Q2 promotions planning! Be sure to check out our [Facebook](#) and [Twitter](#) tip posts on the Need to Know Blog for suggestions on how to promote your campaigns on social media for increased engagement.

# 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)

