



UNIQUE
/yoo·neek/

1. being the only one
- 2 a. being without a like or equal
b. distinctively characteristic
c. able to be distinguished
3. unusual
4. **your customer**

RAVEN⁵

Sweepstakes
Marketing
Services Guide

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About RAVEN5

Unique as your customers. We're a niche marketing agency specializing in sweepstakes marketing. We work with brands, marketing agencies and public relations firms to create engaging and interactive sweepstakes, contests and consumer experiences.

We do three things well. Planning, development and execution of sweepstakes & contests.

What's in a name? The raven is viewed as symbolic messengers that tell a story while the 5 represents the max time (in seconds) to capture the attention of a consumer.

One size does not fit all. We have the resources to create sweepstakes and contests for brands and agencies of all sizes. Creating fun, interesting and unique sweepstakes and contests that engage existing consumers and appeal to prospects is what we do.



Sweepstakes Services A to Z

Administration – Many brands do not realize the amount of administration that goes into running a successful sweepstakes or contest. There's a lot of background work that must occur during planning, when the promotion is live and in following up. We've worked with brands of all sizes and have the expertise to ensure there won't be any unpleasant surprises.

Bonding – Promotional sweepstakes and contests provide a cost-effective way to generate publicity and notoriety for a brand or product line. However, there are specific requirements for operating a sweepstakes or contest in certain states and provinces when the element of chance, prizing or the sale of products or services is present.

Compliance – Legal review will ensure that your rules are correct, compliant and that you're covered. Certain states and countries also require applications and bonds to be filed. As well, you'll need to complete final reports post-campaign for the IRS and/or local states depending on your campaign.

Customization – North American Brands and Agencies are often looking for something special, something out of the box. RAVEN5 is a supplier of large scale, national and international programs that are built to order.

Fulfillment – With professional prize fulfillment services, your business has one less thing to worry about when running a sweepstakes or contest. No need to worry about arranging for pickup of the prize(s), coordinating the delivery of a vehicle or booking a trip for your sweepstakes or contest winner(s).

Insurance – People love to participate in sweepstakes and contests; now you can have your fans, customers and clients WIN BIG without spending big money yourself. Prize indemnity insurance gives you the ability to offer special sweepstakes offering big ticket prizes while transferring the risk to an experience and financially bound insurer.

Sweepstakes Services A to Z

International – Our team can assist with international programs as requirements vary from country to country including language requirements, registration, taxes and more.

Platform – Other brands go custom because let's face it, their brand is unique. Our platform can be fully customized, whether it needs to look just like the brand website or match a specific campaign. Provide us with the creative and we'll develop it so that it looks as intended, otherwise leave it up to us and we'll fully design and develop your custom sweepstakes or contest.

Prizing – Prizing is a critical step. Ensuring you have a product that is valuable to your email list and social following is a must. First you must identify your overall goal of running the sweepstakes or contest. Then you must ensure that your prizing is something of value to the consumers.

Registration – A fair amount of administration goes into running a successful sweepstakes or contest. We take care of the required filings in various states as well as the Régie des alcools, des courses et des jeux in Quebec, Canada.

Rules – Sweepstakes and contests require rules that are properly worded to avoid any legal issues before, during and after the promotion. The rules should be properly vetted by a legal team before the sweepstakes or contest goes live. Depending on the filing and bonding requirements, the rules may need to be finalized up to 30 days in advance of the official launch date.

Strategy – Sweepstakes and contests are a tried and true way of building brand exposure and getting noticed in today's attention-scarce world. However, many businesses need to work on their strategy before they even begin to think about execution. Developing a proper strategy for your sweepstakes or contest will ensure that it runs according to plan.

Sweepstakes Services A to Z

Translations – When running international sweepstakes or contests it's important to ensure that rules are compliant and in the official language of the country as required. Our team has native translators located around the world that can localize your program and rules.

User flows – After our team outlines the program, we provide a high-level user flow of the steps the entrant will take from entry to completion as well as any optional steps before proceeding to wireframes and/or creative.

Winner selection, notification & release – In addition to drawing a random winner(s) for prizes at the end of a sweepstakes, our team notifies the potential winner(s), confirms eligibility and completes necessary releases and local tax forms as required.

Wireframes – Depending on the type of program required, our team provides detailed wireframes as a guide to your design team to ensure that the elements are built to spec. Additionally, when building fully customized experiences our team will provide wireframes in advance of creative mockups to confirm the functionality and user experience.



Sweepstakes Programs – Form Entry

A templated form entry layout that allows for faster turnarounds. Includes a standard entry form. Our team can provide full specs and wireframes to design teams to build their own elements or leave the design to us.

Basic entry steps follow in this order:

Opt-in form – ability to utilize PURLs (personalized URLs) to pre-populate forms. Standard information is collected such as name, email, year of birth, zip/postal code, agreement to the rules and marketing opt-in.

- a. coupon selection – optional
- b. survey questions – optional (1 per page)
- c. sharing – share tracked URLs to primary social networks and email
- d. exit – provide a thank you message, print coupons, provide exit links and direct users back to sharing

+ Leaderboard – encourage friendly competition and drive sharing by awarding points for referral entries when friends and family enter via your unique share link. Each point could equal one additional entry or be used as part of a top-sharers prize.

+ Autoresponder – an email that is deployed to each participant upon exit. It can contain selected coupons, other program information or relevant links.

+ Customization – adds to the standard form entry above with the ability to also fully customize the user experience (layout design) as well as the order of steps (opt-in form must be step 1). Additional information can also be collected on opt-in such as full address, company name, phone number, etc.

+R5 standard platform for small business is available



Sweepstakes Programs – Instant Win

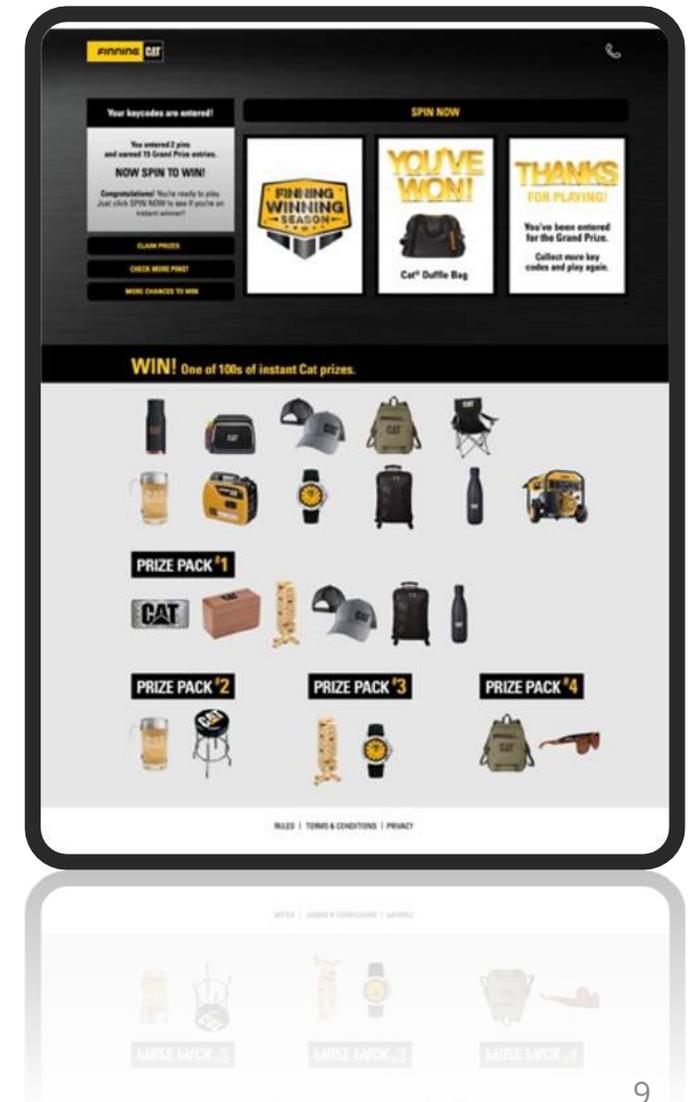
Also known as a “spin to win” as some programs utilize animated wheels of fortune or slot machine visuals of scrolling prizes. Quantities of various prize types are assigned a percentage to win and upon entry form submission the system provides an instant win notification.

+ Pin codes – pin codes can be created in various formats (alphanumeric, various lengths, prefixed or suffixed for tracking/usage) and pre-assigned to winning keys. The pin codes can be distributed digitally or via print. Digital pin codes are pulled at random upon visiting the customized microsite. With pin code utilization, specific actions such as displaying different survey questions based on pins entered can be added.

+ Survey – add a survey that is displayed prior to instant win notification. This can be limited to being shown once per unique email address, and once completed, hidden from subsequent visits. Can also be incorporated into the dashboard or login as a 1-time survey during sign up.

+ Login – adds login/password functionality to your instant win program to allow for an intuitive user experience with faster redemption of pin codes. Once a user has visited the site and made a profile, subsequent visits won't require opt-in details again.

+ Dashboard* – add a dashboard interface to your instant win program allowing entrants to keep track of entries earned and prizes won, deliver important information or display banner ads. *Dashboard requires login.



Sweepstakes Programs – Photo & Video

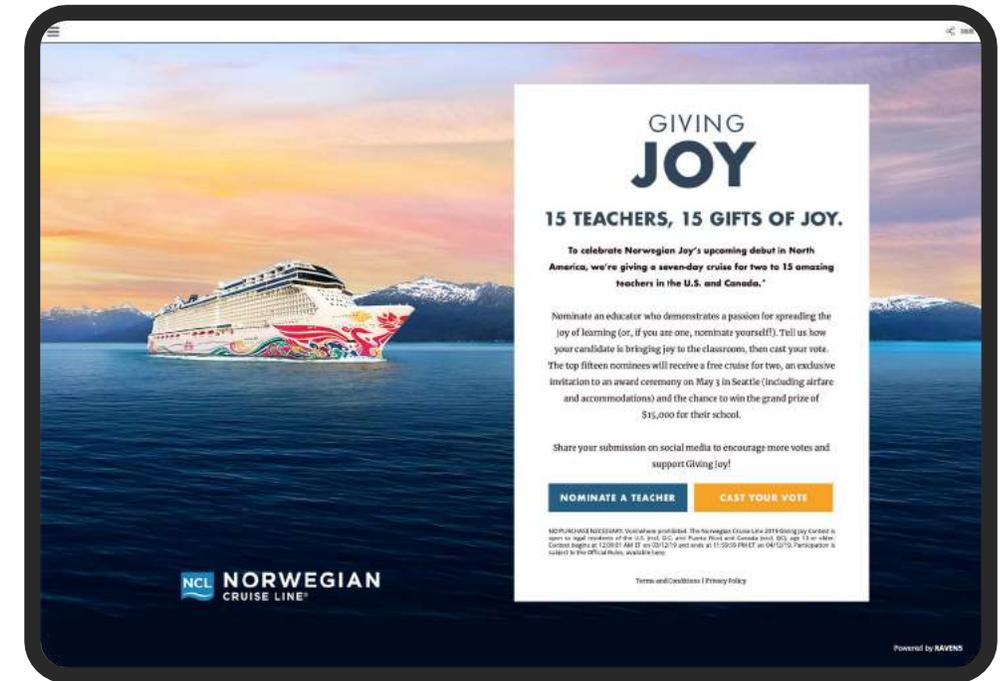
Submission and upload of photos and/or videos with a public or private gallery option.
Ability to include voting on submissions. Include hashtag entries from social networks such as Instagram and Twitter. Moderation is extra.

+ Hashtag entry (Instagram/Twitter) – add the ability to accept entries via single network (Instagram or Twitter) or multi-network (Instagram and Twitter) without the entrant ever having to visit your microsite to opt-in to a standard form.

+ Gallery – adds a public gallery to display live submissions automatically, this can be a combination of all types of photos, videos and text.

+ Voting – adds the ability to encourage and collect votes, awarding the top voted or providing additional entries. Collection and voting phases can be utilized whereas the first phase allows for submitting photos and the second phase for voting.

+ Moderation – our team can ensure that entries aren't automatically displayed until they've been approved based on criteria and overall decency.



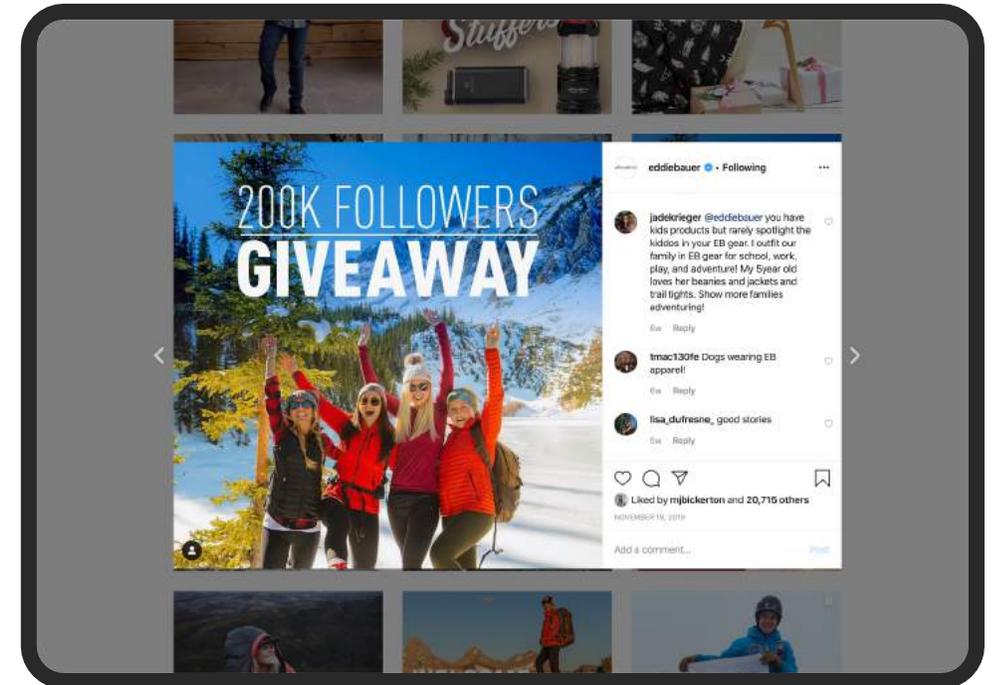
Sweepstakes Programs – Comment to Win

Encourage engagement on social channel(s) by asking users to comment on specific brand post(s). All comments are tracked/gathered for export. Images/videos collection is specific to Facebook.

+ Multi-network – select multiple posts from up to four networks (Facebook, Instagram, Twitter and YouTube) at the same time

+ Twitter – collect entries based on retweets of a post, followers of an account or replies and mentions

+ Collect image / video comments on Facebook



Sweepstakes Programs – International Programs

If you think that sweepstakes laws can be confusing and expensive to adhere to in the US, just try running an international sweepstakes or contest. Countries have various definitions of what can and cannot be run. Certain countries do not all allow games of chance (sweepstakes) or games of skill (contests). In addition, countries may require one or more of the following: registration and fees, bonding or insurance, taxes paid in advance, taxes withheld by the sponsor or paid by the winner or even translation of all materials including rules into specific local languages.

Below is a list of what countries currently (as of January 2020) allow a game of chance (sweepstakes) or game of skill (contest). Should you be interested in learning more about running an international program or have a specific country in mind, give us a shout.

Country	Sweeps	Contest
Australia	✔	✔
Belgium	✘	✔
Brazil	✔	✔
Canada	✔	✔
China	✔	✔
Czech Republic	✔	✔
Denmark	✔	✔
Egypt	⚠	⚠
Estonia	✔	✔
Finland	✔	✔
France	✔	✔
Germany	✔	✔
Hungary	✔	✔
India	✔	✔
Ireland	✔	✔
Italy	✔	✔
Japan	✔	✔
Latvia	✔	✔
Lithuania	✔	✔
Luxembourg	✔	✔

Mexico	✔	✔
Netherlands	✔	✔
New Zealand	✔	✔
Norway	✔	✔
Peru	✔	✔
Philippines	✔	✔
Poland	✔	✔
Puerto Rico	✔	✔
Qatar	⚠	⚠
Romania	⚠	⚠
Russia	✔	✔
Saudi Arabia	⚠	⚠
Singapore	⚠	⚠
Slovakia	✔	✔
South Africa	✔	✔
Spain	✔	✔
Sweden	✔	✔
Switzerland	✔	✔
Turkey	✘	✔
United Kingdom	✔	✔
United Arab Emirates	✘	✘
United States	✔	✔

Sweepstakes Programs – Raffle or Charity Sweepstakes?

What is a Raffle?

A raffle is a lottery scheme where people purchase a ticket for a chance to win a prize. In both the United States and Canada, raffles are considered illegal gambling, unless they are run by a charitable, nonprofit organization. It is illegal for a for-profit business to run a raffle. While a raffle may seem like an easy and fun way to raise money for your cause while increasing brand awareness, that's simply not the case. Raffles are subject to various laws and regulations regarding who can run one, how they can be run, and where they can be run.

Are Raffles Legal in the United States?

In the USA, Federal regulations allow only 501(c)(3) non-profits to run raffles. Furthermore, each state (and sometimes a city or county) has their own regulations as well that you need to adhere to.

Tax Requirements in the United States

In the USA, raffles are subject to some very strict rules regarding tax law. Every nonprofit that holds a raffle must comply with federal income tax requirements linked to unrelated business income, reporting and withholding.

Are Raffles Legal in Canada?

In Canada, it is illegal to run a raffle without a license. In addition, only religious or charitable organizations are eligible to apply for a raffle license. While all Canadian Provinces allow raffles, each Province has different rules and when it comes to determining eligibility for a license, and each province sets additional, separate guidelines to adhere to when running a raffle as well. It's also important to note that it is impossible to hold a raffle nationally, due to these regulations.

Sweepstakes Programs – Raffle or Charity Sweepstakes?

Proceed with caution

What if my organization does not meet the eligibility criteria to run a raffle, or if I can't run a raffle in my area? A charity sweepstakes is a perfect alternative when you aren't eligible to run a raffle or can't run a raffle in your area. Raffles and charity sweepstakes are very similar, but there are a few key differences that allow for a charity sweepstakes to be run when (or where) a raffle cannot.

Charity sweepstakes for the win

Charity sweepstakes have fewer geographic regulatory restrictions than raffles in both the US and Canada. Sweepstakes entries can usually be sold nationally and even internationally. This provides organizations with the opportunity to run donation campaigns that have a much wider reach with less restrictions.

While a charity sweepstakes allows organizations to reach a vast audience due to the lessened geographical restrictions, a free method of entry must be offered in addition to donation-based entries. This is the biggest differentiator between raffles and sweepstakes. While sweepstakes have their own set of rules to adhere to and their own reporting requirements, the restrictions are much more reasonable. A charity sweepstakes is the only way to legally run a raffle styled fundraising campaign nationally or internationally.

Looking to run a raffle or charity sweepstakes?

Contact us with your ideas and we'll provide a recommendation.

The Benefits

Increase Positive Brand Awareness

Your consumers and prospects engage with your brand and create chatter.

Find new leads

Discover new prospects with an engaging offer.

Build an Email List

Reach your audience directly when you have something to share.

Gather Data and Insight

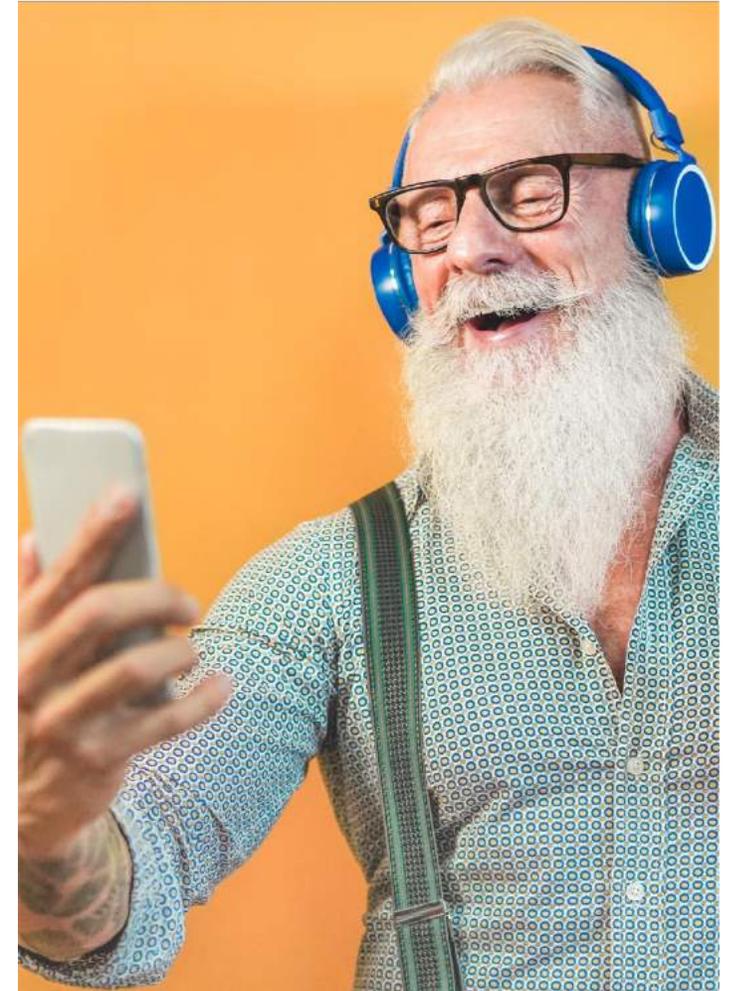
Learn about your consumers and target your future marketing accordingly.

Increase Social Activity & Following

Bring attention to what your brand is doing. Engage & recognize your consumers.

Distribute Coupons or Offers

Encourage product trials and sales. Allow for brand (re)discovery and stay top-of-mind.



What is Social Sharing?

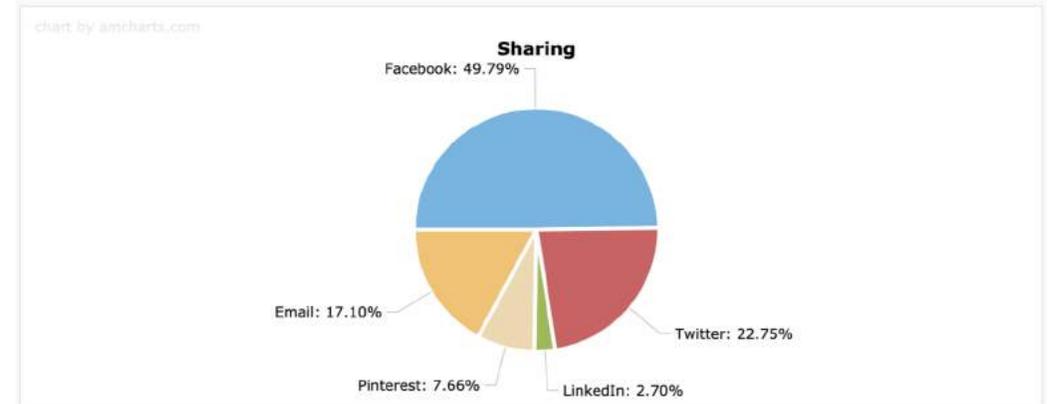
Social sharing is the practice of sharing via a social platform. Today's consumers have a personal relationship with your brand and like to share their opinions. People share content for a variety of reasons; sweepstakes and contests are a great way to create a sharing environment. Our programs typically deliver 30% new prospects vs. all opt-ins.

Here's why:

- 83% provide product recommendations with friends and family. (2018, PR Daily)
- 68% give others a sense of who they are and what they care about. (2016, NY Times CIG)
- 78% stay connected and express loyalty with a brand. (2016, NY Times CIG)
- 49% share positive experiences they have with brands. (2019, Forbes)
- 49% report purchasing something after seeing it on social media. (2021, OptinMonster)

Sources:
<https://www.prdaily.com/report-83-percent-say-word-of-mouth-influences-their-purchases/>
<https://templatelab.com/the-psychology-of-sharing/> (NY Times CIG)
<https://www.forbes.com/sites/dangingiss/2019/04/10/consumers-are-more-willing-to-share-positive-experiences-than-negative-ones/>
<https://optinmonster.com/social-selling-statistics/>

Sharing Type	Shares	% of Share
Facebook	3,173	49.79%
Twitter	1,450	22.75%
LinkedIn	172	2.70%
Pinterest	488	7.66%
Email	1,090	17.10%



Sweepstakes leverage word of mouth by integrating promotions.

What is Social Sharing?

Sharing Platforms (worldwide active users as of October 2020)

 Facebook (2.701 Billion)

 LinkedIn (700 Million)

 Pinterest (416 Million)

 Twitter (353 Million)

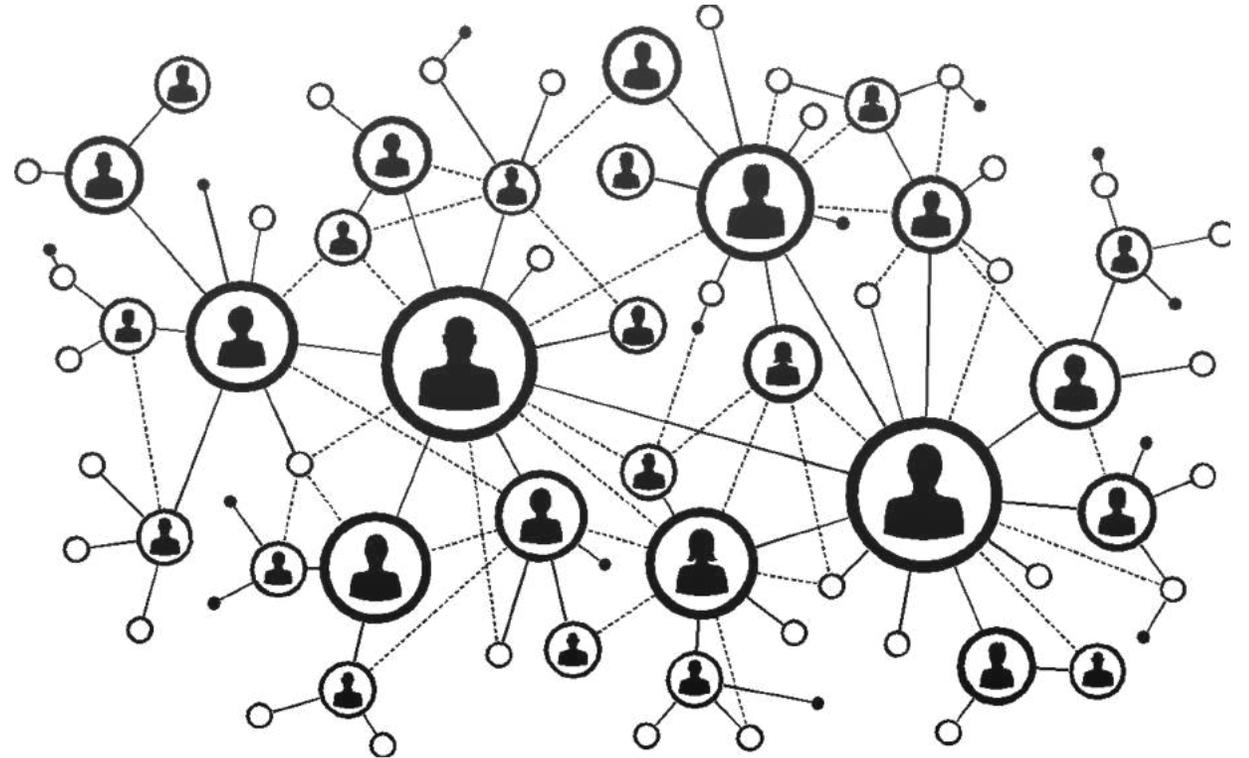
 Email (3.9 Billion)

 Instagram* (1.158 Billion)

 Tik Tok* (689 Million)

 Snapchat* (433 Million)

*Note, directly sharing to Instagram, Tik Tok and Snapchat are not yet possible. However, some interactions can be measured depending on the campaign requirements.



Sources:

<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/> (2020)
<https://blog.hubspot.com/marketing/linkedin-stats> (2020)

PURL Technology

We utilize a Personal URL, a unique numeric code attached to an email address that allows for pre-population of form fields, share tracking and the ability to identify brand advocates.

92% Trust Earned Media

More consumers trust shares, mentions, reposts & reviews or word-of-mouth marketing above all other forms of advertising.

What About Prizing and Offers?

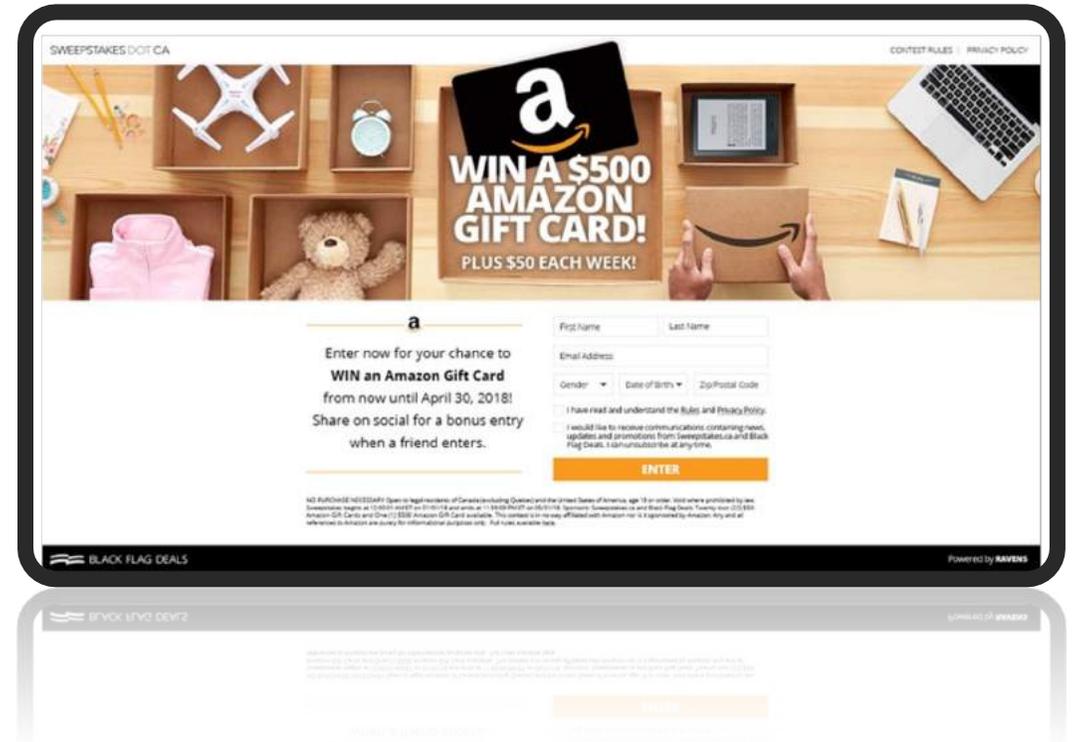
Eyes on the prize. Prizing is an integral part of a sweepstakes marketing program. We suggest prizing and offers that are related and resonate with your target audience. Your success is highly dependent on it.

Prizing & Offers should be...

1. Enticing
2. Valuable
3. Relevant

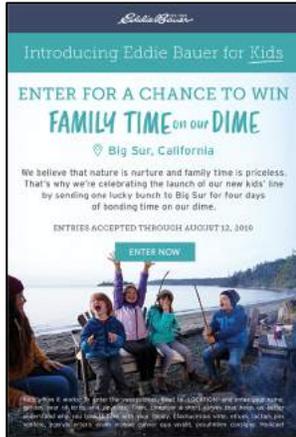
...to your unique audience.

Our programs deliver highly targeted prospects and work extremely well for niche markets.



Sweepstakes Steps – Form Entry

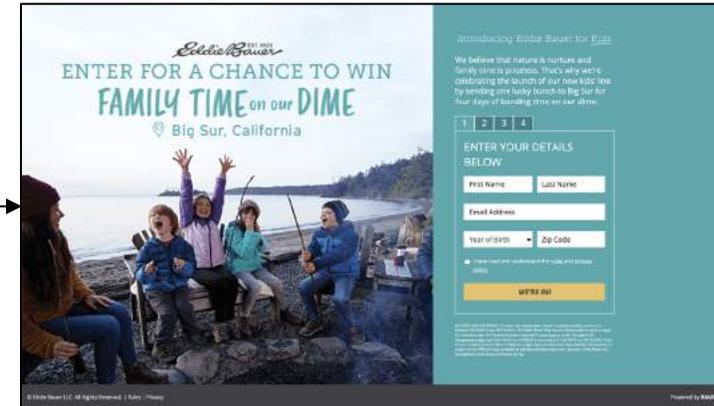
1. Email



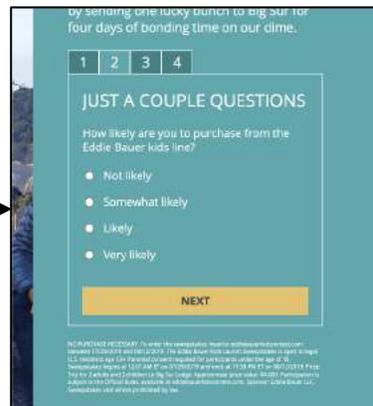
Social Post



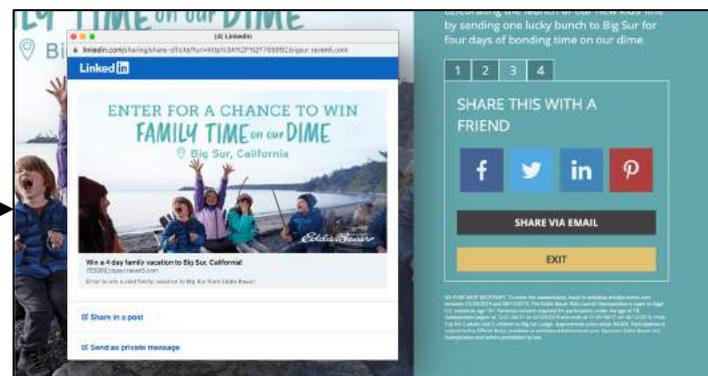
2. Contest Microsite (Opt-in)



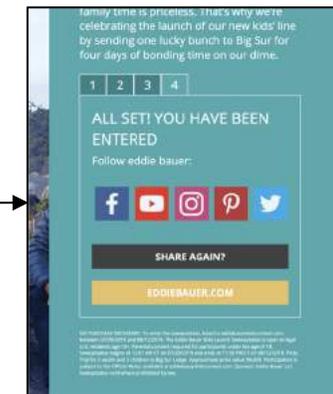
3. Survey/Coupon



4. Social Sharing

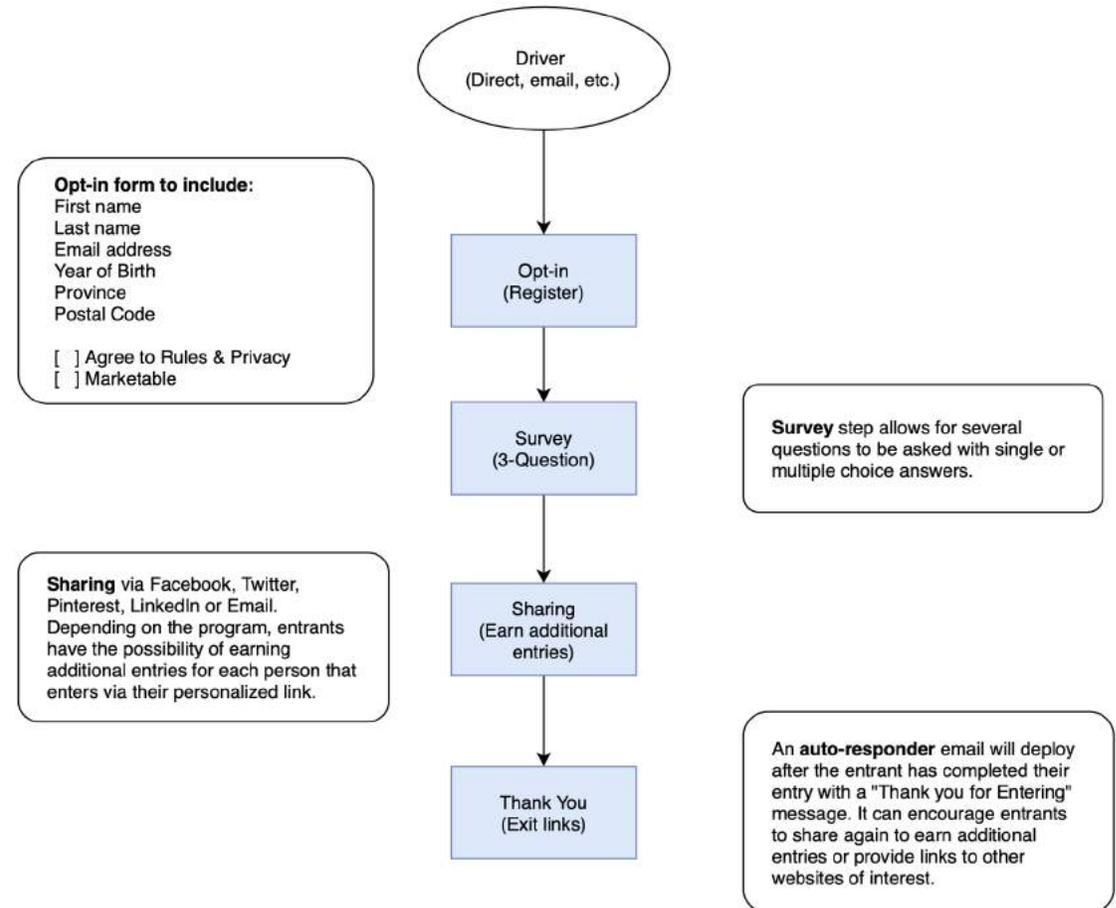


5. Thanks/Exit



Sweepstakes Steps – Form Entry

1. Arrive at contest microsite (driven by email, social, etc.)
2. Complete entry form (pre-populated utilizing existing information – via PURL)
3. Answer survey questions (optional)
4. Choose coupons (optional)
5. Share via email, Facebook, Twitter, LinkedIn or Pinterest.
6. Print coupon (if applicable)
7. Auto-respond email after completion (optional)



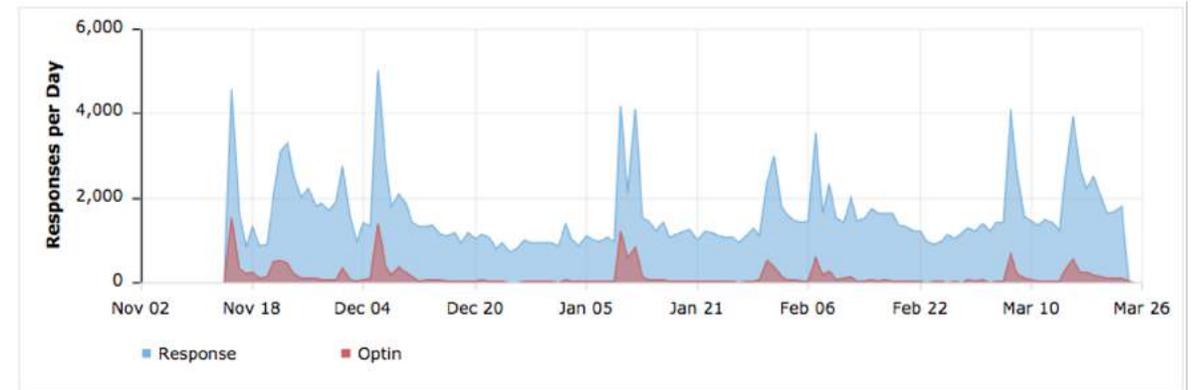
*R5 Standard platform

Reporting

Clients receive a monthly white labeled report detailing activity and opt-ins on the microsite, as well as any survey results. Additionally, email deployment(s) and social media activity reports are provided. Extra reports such as weekly snapshots can be added as required.

We track:

1. Response. Total, share & purl.
2. Opt-ins. Total, new & existing.
3. Submissions.
4. Shares. Networks & generational.



Total Response	Response From Share	Response From Other	Response From PURL
210,795	147,862	57,832	5,101
Total Opt Ins	Submissions	Existing Opt Ins	New Opt Ins
19,427 9.22%	105,872 50.23%	4,159	15,268
Total Shares			
7,587 39.05%			

* Based on a 4-month campaign.

(RAVEN5 uses Google Analytics, UTM Tracking code and our own comprehensive backend to provide measurable results.)

Sweepstakes marketing provides valuable and insightful metrics.

Sweepstakes Marketing Gets Results

For data accuracy all sites are tracked using Google Analytics in addition to our platform and social tracking tools.

Campaign Metrics



Sharing Vehicles Averages

Facebook: 45% / **Twitter:** 37% / **LinkedIn:** 3% / **Pinterest:** 6% / **Email:** 10%

RANGES | Facebook: 36% - 63% / Twitter: 20% - 48% / LinkedIn: 1% - 4% / Pinterest: 5% - 10% / Email: 4% - 15%

Sweepstakes marketing results are not duplicated in any other media offering.

Sweepstakes Marketing Gets Results

RAVEN5 works with clients solving their primary business challenge, finding new prospects and new customers. We provide services in creative, design, branding, digital, strategy and communications. Our team works with our clients to find new customers, build online engagement and in-store sales.

Average Results

Email List Size	25M	50M	100M
Duration	3 Months	3 Months	3 Months
Email Deployments*	75M	150M	300M
Email Opens	15M	30M	60M
Email Clicks	1,200	2,400	4,800
PURL Response	972	1,944	3,888
Total Response	72,900	145,800	291,600
Total Opt-ins	7,290	14,580	29,160
Existing Opt-ins	2,187	4,374	8,748
New Opt-ins	5,103	10,206	20,412

* 1 monthly email. Above results based on the following | Email Opens: 20% / Email Clicks: 8% / PURL Response: 81% / Total Response 750% / Opt-ins: 10% / Existing Opt-ins: 30% / New Opt-ins:70%

That's 70% net new opt-ins in most cases.

Testimonials



Working with RAVEN5 on the sweepstakes project for Finning Canada was a great experience. Michael and the team were incredibly professional, managing our multi-stakeholder team and meeting tough deadlines. They also accommodated program changes late in the development to meet a change in requirements on our end. We have plans to work with RAVEN5 to run the program again. - Nicole M.



Thank you for everything you and your team did to support our Giving Joy campaign. It was a huge success! Your patience and guidance throughout this process was imperative and so appreciated. - Stephanie C.



You and your team have been incredible partners, we really appreciate how nimble and easy to work with you are. - Marcie M.



I couldn't be MORE IMPRESSED with RAVEN5 - your dedication to finish this project on time, your creative skills and abilities, and your professionalism. I've never had a turnkey program work so well. Thank you so much! - Tiffany T.



RAVEN5 is a great partner to work with. They are reliable and timely with their responses. I really appreciate how they were able to make our campaign set up seamless and very functional. - Tabitha C.



We would like to thank you for your hard work, your flexibility to accommodate short term changes or addition of new programs. We are glad to have you as our partner; you have done a great job and truly deserve the kudos. - Martin F.

Brands We Work With



Unique

RAVEN5 is the leader in Sweepstakes, Contests and Promotions.
Rated as “The World’s First Contest Marketing Agency” according to Google, Bing, Yahoo! and DuckDuckGo.

We create experiences unique as your customers.



UNIQUE
/yoo·neek/

1. being the only one
- 2a. being without a like or equal
- b. distinctively characteristic
- c. able to be distinguished
3. unusual
4. **your customer**