

Hello Winterdown Sweepstake-Style Contest with Flamborough Today

The contest is a Lead-Generation Sweepstakes-style contest with high-frequency promotion that will have 2 winners. Each winner will receive up to $1000* in Gift Cards from participating Waterdown Village BIA businesses.

How it works:

- Flamboroughtoday.com will run a contest for one week starting Friday, November 15, at noon to Thursday, November 21, at noon.
- The contest will have up to 10 businesses (participants) - see screenshot below. When you click on the Entry button the page opens to a Featured Business page.
- Each participating business will provide 2 x $100 Gift Card from their business or another Waterdown Village BIA member to create the prize giveaway (2 x $1000 in Gift Cards).
- Each Featured Business will have it's own unique entry page that contestants enter the contest on.
- On the entry page you can ask 2 questions about your business, products, or services, and it will also include a CASL compliance opt-in: eg. Would you like to receive occasional information on upcoming sales, special offers, and more? Y/N Village Media Sweepstake contest typically sees more than 70% opt-in resulting in a high number of qualified leads for participating businesses.
- At the end of the contest, Flamboroughtoday will export an Excel spreadsheet of qualified leads with full contact info. (name and email address) and the answers to the questions provided by participating business.

We are looking for 10 businesses to partner with.

There is NO cost to be a Featured Business, but you must provide 2 x $100 *Gift Cards from your business or a Business that is part of our BIA.
Gift cards will be used to create the prize.

With only 10 spots available, claim your spot NOW by replying susan@waterdownvillage.ca.



You have 6 chances to win! Enter with our sponsors below.

Placeholder Garden Shop

We're your local homegrown business, celebrating 100 years in our community. We supply you with everything you need!

Enter Here

Extreme Sporting Equipment

We're your local homegrown business, celebrating 100 years in our community. We supply you with everything you need!

Enter Here

Everything Hardware

We're your local homegrown business, celebrating 100 years in our community. We supply you with everything you need!

Enter Here

Appliance Superstore

We're your local homegrown business, celebrating 100 years in our community. We supply you with everything you need!

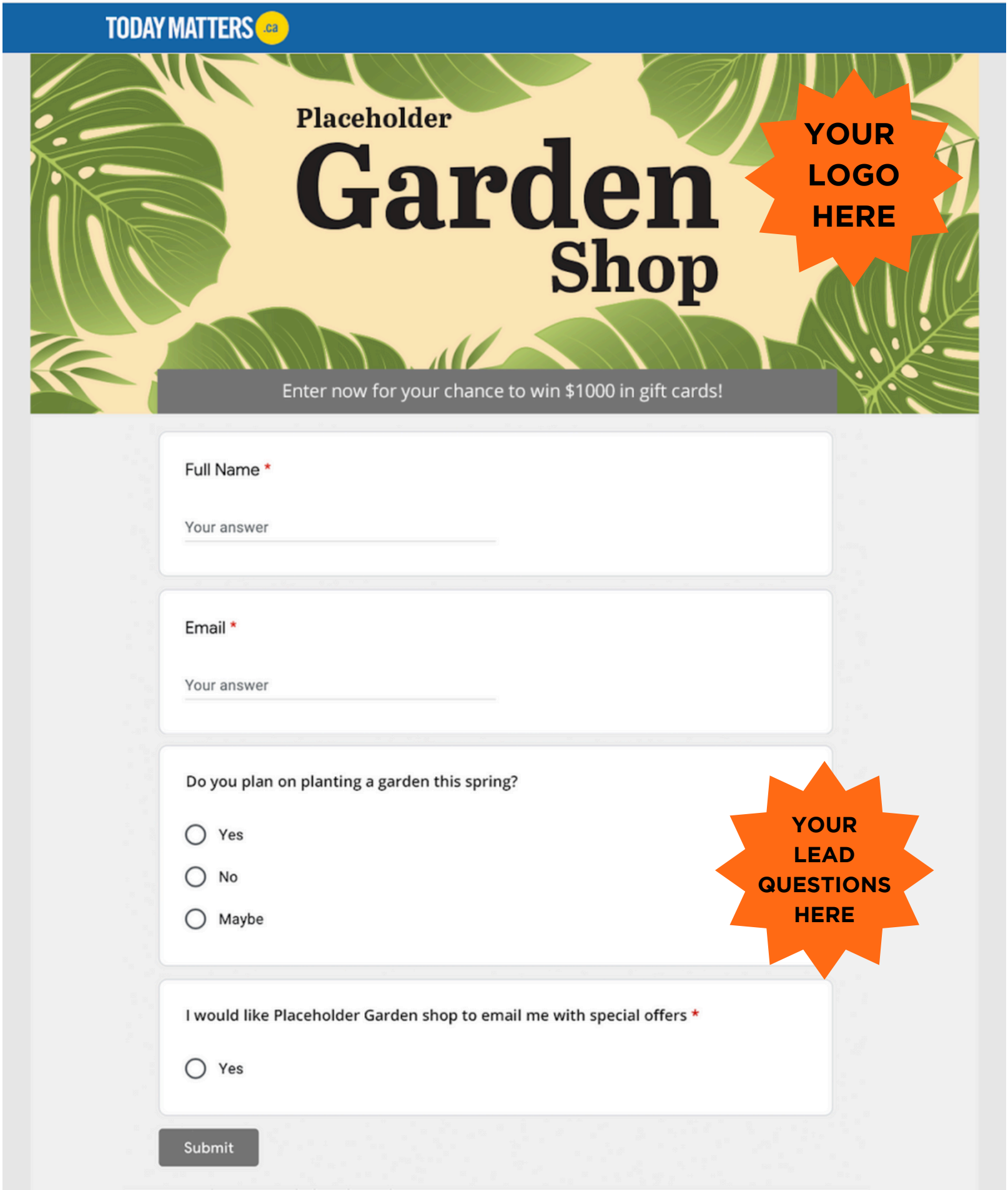
Enter Here

Unisex Clothing Emporium

We're your local homegrown business, celebrating 100 years in our community. We supply you with everything you need!

Enter Here

Sample contest page for a participating business



Why is Lead-Gen important? How does this help you?

A lead generation contest can be a powerful tool for a small business to attract new customers and engage with the local community. Here's how it can help:

- **Increase Brand Awareness:** Hosting a contest encourages participants to share with friends and family, boosting visibility for the store within the local area.
- **Build a Customer Database:** By requiring participants to enter their contact information, the store can grow its list of potential customers for future promotions, emails, or events.
- **Drive Foot Traffic**: A well-promoted contest can bring more people into the store, increasing the chance of immediate sales and exposure to new products.
- **Engage the Community:** People love contests, especially in small communities. Hosting a local event creates excitement and a sense of connection, which strengthens relationships with customers.
- **Targeted Promotions**: The store can offer contest incentives (like discounts or exclusive offers) that specifically appeal to participants' interests, making future marketing efforts more personalized and effective.
- **Generate Social Media Engagement**: Contests that encourage sharing on social media platforms can expand the store's online presence, leading to more leads and potential customers

By aligning the contest with products or services the store wants to promote, it can be an effective way to generate leads while simultaneously increasing sales and community engagement.