

# IBA Fall Cash Contest

*The following information is based on 360 participating IBA Member Stations. The IBA reserves the right to reduce the contest payout based on the number of participating stations. The deadline to register is August 15, 2021 and a final announcement on the size of the cash payout will be announced then. The investment to participate is \$300 per station. All stations under the same ownership in a market must participate. This contest is exclusive to IBA membership only. There may be more than one company participating in a market.*



## IBA \$1,000 CASH CONTEST INSTRUCTIONS

- Promote this contest HEAVILY with recorded and live promos and sweepers. **\$1,000 three times a day is a big prize.** Set appointments for contest times. The better you promote the contest the better chance you have to get winners and get good ratings.
- Give it your own spin! Give the contest a name that fits for format: \$1,000 Workday, \$1,000 Stimulus, \$1,000 Country Cash, etc. You'll even get web graphics for each format to fit your station's vibe ... or create your own.
- Schedule the contest keyword Monday – Friday at these suggested times: 9 AM, Noon and 3 PM. Or you can choose your own times. For many stations the bulk of listening is happening between 8 AM – 4 PM.
- You can fully produce the contest open, keyword and close ... or a shortcut is to produce a three punch cart. Open + keyword + close and drag it into your automation system's log. In this case you would need three separate carts and would need to dub and label each keyword. Once done it saves a lot of time in the future. Your choice.
- Once listeners hear the contest trigger and hourly keyword they will go to your station's website or mobile app and enter it. They have 3 chances to win \$1,000 each day with three unique daily keywords. They have till midnight to enter the keywords, but it's best not to publicize that since we want to create a sense of urgency and excitement, but this is stated in the contest rules. \$3,000 is awarded daily, \$90,000 over 6 weeks.
- You are encouraged to cross promote this contest and contest times on social media. DO NOT POST KEYWORDS or there will be NO reason for them to listen to your station.
- The following morning our digital partner VIPology will randomly pick contestants. Three of those people will win \$1,000 each. A total of \$3,000 each day.
- Edited audio will be posted on a contest portal by noon which you can download and use on air or in winner promos. If your market has the winner you'll also get custom audio. Example: Hi, this is Mary Green from Pittsburgh and I won \$1,000 from WISH 99.7.
- Winning station will be notified if they have a winner. Check from IBA will be sent to them. Winning station can cut a \$1,000 check for winner, take photos and issue a 1099.

# IBA CASH CONTEST FAQ'S



Q: How often should I promote this contest?

A: 7-10 times a day. For many of us, this is a HUGE amount of prize money. It can really move the revenue and ratings needle. You can run a combination of recorded promos, recorded sweepers and live promos. Freshen them up as often as possible and include short snippets of winners. IBA will provide short winner montages every week.

Q: Can this contest be sold locally?

A: Absolutely. You can include a sponsor name and tagline in all of your promos, web and social media, same as a local contest. Example: “Brought to you by Subway, Eat Fresh”. The spring contest created a 14x ROI for participating stations.

Q: Will web graphics be provided?

A: Yes. Lots of contest web graphics will be provided that fit the vibe of various formats. They will leave room for station logo, sponsor logo, your contest name and “how to win” verbiage.

Q: How should I name this contest?

A: The name should fit the vibe of your station. An AC might use: \$1,000 Workday, Country: \$1,000 in Country Cash, CHR: \$1,000 Cash Hook Up, NT: \$1,000 Stimulus, Classic Rock: \$1,000 Classic Rock Cash, etc.

Q: How do listeners win?

A: Station provides keywords on air at designated times three a day. Listeners enter those words on your stations website or mobile app to enter. We recommend 9 AM, Noon and 3 PM local time, but you can choose any three times you wish. A widget is being created by our digital partners VIPology that you can easily embed onto your website.

Q: Can I encourage listeners to enter on my station's mobile app?

A: Absolutely. Make it as easy and convenient to enter as possible. If your station's mobile app mirrors your website listeners can enter on your app as well.

Q: How much cash is being given away?

A: \$1,000 cash is given away at EACH of the three contest times for a total of \$3,000 per day. That's \$90,000 over 6 weeks.

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Q: Who provides the keywords?

A: provided by the IBA contest team, day by day for entire 6 weeks on a spread sheet. IBA will provide sample promos and scripts so you can plan ahead with your programming and production team.

Q: Can I cross promote this contest on social media.

A: Absolutely. Invite as many people to play as possible. Just DO NOT post key words on social media. Otherwise there is NO reason to listen to your radio station.

Q: How will I know if my station has a \$1,000 winner?

A: Listeners actually have till midnight to enter any of the day's keywords. The next day by noon the IBA contest team will post winner's name, city and market on a contest portal along with winner audio that be used on air or in ongoing winner montage promos.

Q: How will my local winner get their \$1,000?

A: IBA will send a check to YOUR radio station. You can then issue a local check, invite winner to pick up and take photos. Your station will also be responsible for issuing a 1099.

Q: Will contest rules be provided?

A: Yes. Contest rules will be posted on IBA contest portal. You must copy to your station's website.

Q: Do I need to identify this as a national contest?

A: Yes. Never hide the fact that this is a national contest. We recommend that that you mention that this is a "nationwide" contest in recorded promos, but not in live liners or sweepers. Otherwise keep the focus on the excitement of winning \$1,000 and setting on air appointments for ratings benefit.

## THOUSAND DOLLAR LIVE PROMOS

### SHORT:

Your shot at \$1,000 three times every workday at 9, noon and 3! It's the (contest name) on WXXX

### LONG:

Your chance to win \$1,000 at work happens three times every workday at 9, noon and 3! Just listen for the special keyword, then enter it at WXXX.com (or the WXXX mobile app). The more you listen the better your chances to win. The (contest name) on WXXX.

- We suggest 9, noon and 3. Or you can pick your own three contest times.

## IBA CASH CONTEST



### SAMPLE SWEEPERS:

- Your chance at \$1,000 cash 3 times every workday! Listen to win on WXXX
- Your shot at \$1,000 cash – 3 times every workday at 9 noon and 3 on WXXX
- Listen while you work to win \$1,000 cash on WXXX. Get more at WXXX.com (or the WXXX mobile app).

### SAMPLE PROMOS

You can customize this any way you'd like and re-name it to fit your format. Examples: \$1,000 Workday, \$1,000 Country Cash, \$1,000 Stimulus \$1,000 Hook Up etc.

It's the WXXX Thousand Dollar Workday! **Three chances to win \$1,000 while you work!** Listen for the contest keyword at the top of the hour at **9, noon and 3!** Then enter it at WXXX.com (or on the WXXX mobile app) for a shot to win \$1,000 in this nationwide contest! The more you listen the better your chances to win! Brought to you by Subway, Eat Fresh and WXXX.

### CONTEST OPEN: (3 punch cart)

Open: (STATION) Time to win \$1,000 CASH! Here's this hour's key word...

### (Key word plays here)

Close: Enter that word now at WXXX.com (or the WXXX mobile app) for a shot to win \$1,000 CASH in this nationwide contest! Good luck from WXXX.

### Winner Open/Close:

Open: WXXX! Another \$1,000 winner ... *(light bed under for 10 seconds)*

### Short winner audio in middle

“Oh my God, I can't believe I won. This is awesome. This is Mary Green and I just won \$1,000” CLOSE: Listen for YOUR chance to win 3 times every workday on WXXX!