

# PromoSuite: Creating Contests

## Overview

This document is intended for users who create contests in PromoSuite Next. After reviewing, you will understand:

1. How to create a contest that DOESN'T have a CASH prize, aka NON-CASH Contest.
2. How to create a contest that DOES have a CASH prize (and MAY include a non-cash prize).

## Creating a NON-CASH Contest

- Contests where a winner will receive a non-cash prize – like Concert Tickets – can be created as usual via Promotions > Prize Closet > Prizes, or via the Prizes tab within the contest, where you'll find the prize types 'Tickets' or 'Prize'.

**\*IMPORTANT NOTE: Effective <date>, the 'Cash' option is no longer available via Prize Closet or via the Prizes tab within a contest.**

PromoSuite next PS Andrew Smith WFMF-FM

FRONT DESK PROMOTIONS PROGRAMMING SALES DIGITAL STUDIO

Promotions > Prize Closet > Prizes > Prize Info

Prize Info

Allocation

Notification

Distributed Prize Winners

Linked Contests/Events

Attachments

Sales Promotion Request

\*Item Name

Category

\*Total # Items Value Per Item:

# of Items	# Distributed	# Assigned, but not Distributed/Forfeited	# Remaining including Forfeited
0	0	0	0

Description

Supplier

Exp. Date:

Exclude Prize from 1099

Prize Has Been  Received  Partial  None  Guest List

\*Required

After selecting 'Tickets' or 'Prize', enter the required information as you normally would and then click 'Apply'.

Create Prize

\*Item Name

Category

\*Total # Items Value Per Item: \$25.00

Description

Supplier

Exp. Date:

Exclude Prize from 1099

Received  Partial  None  Guest List

\*Required

Allocation Category	# Allocated
On-Air	1
Events	0
Online	0
Clients	0
Staff	0
Talent	0
V.I.P	0
Miscellaneous	0
Totals	1

Apply Cancel

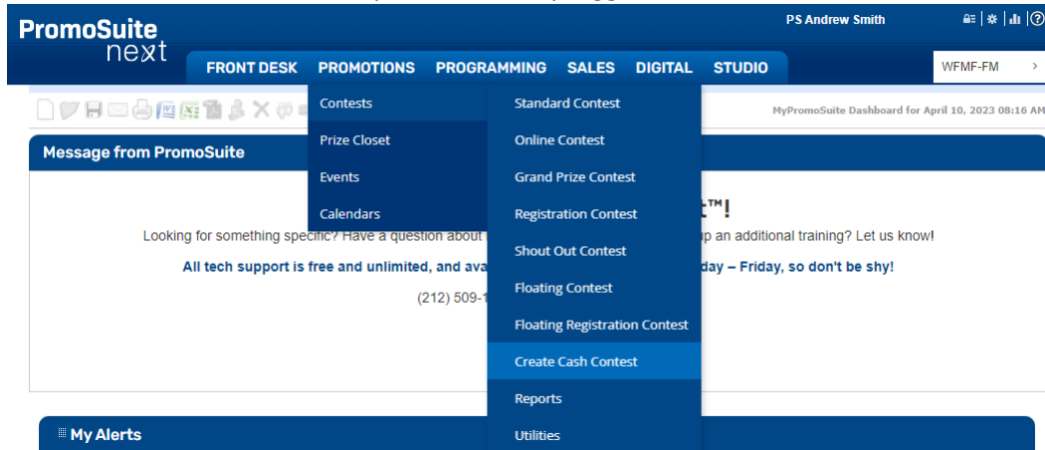
## Creating a CASH Contest

- Contests where a winner will receive cash (usually a check) MUST be created using a special request form called:  
**“Cash Contest Approval - <Your Market Name>” (ex. Cash Contest Approval – Baton Rouge)**

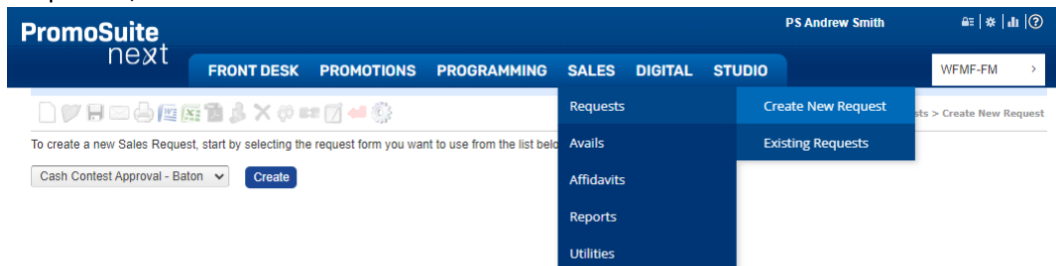
### Step 1: Access the Form

You can access the request form in one of TWO WAYS:

- Go to Promotions > Contests > Create Cash Contest, which will AUTOMATICALLY take you to the form based on the market you’re currently logged into.

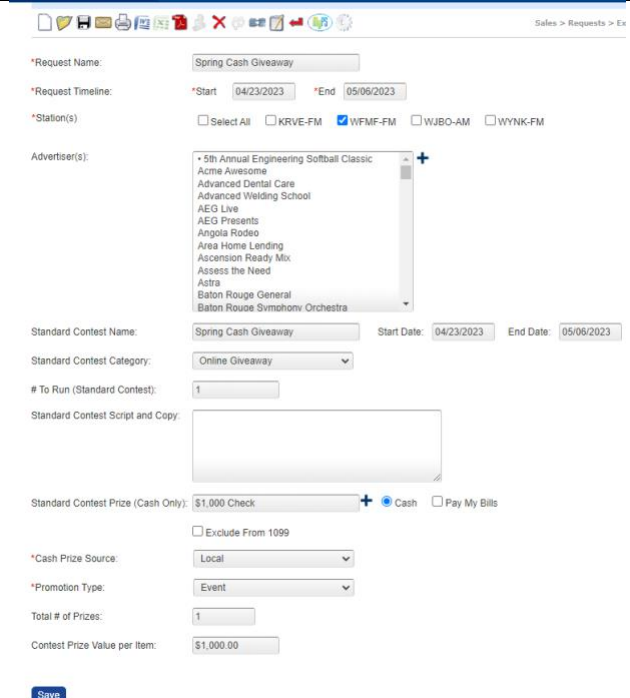


- Go to Sales > Requests > Create New Request, THEN choose the appropriate form from the dropdown, and click Create.

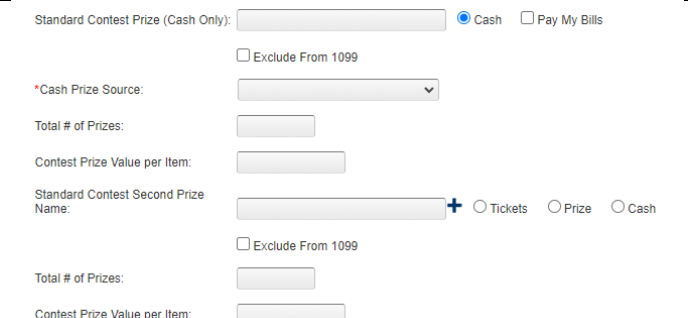


*Step 2: Complete the Form*

The Cash Contest Approval form contains the same fields you typically see when creating a Standard Contest in PromoSuite. The ONLY difference is this contest REQUIRES an approval prior to showing in your Standard Contests list.

<p><b>Request Name:</b> Use your contest naming conventions.</p> <p><b>Request Timeline:</b> Start/End Dates of contest.</p> <p><b>Stations(s):</b> Stations participating in contest.</p> <p><b>Advertiser:</b> Select from the list or create new</p> <p><b>Standard Contest Name:</b> Clicking into this field will automatically pull in the name and dates entered for Request Name and Request Timeline.</p> <p><b>Standard Contest Category:</b> Use this field as you already do when creating contests. Contest Categories are used for scheduling purposes.</p> <p><b># to Run:</b> How many times should this contest run (i.e., how many Winners do you plan to get)?</p> <p><b>Standard Contest Script and Copy:</b> This is the info that displays for the on-air talent to read.</p> <p><b>Standard Contest Prize (Cash Only):</b> Name the prize. If the prize value changes per winner, you can click the Pay My Bills checkbox to set up a variable cash prize contest</p> <p><b>Cash Prize Source:</b> Use these dropdowns to help populate the iHeart Finance Export</p> <p><b>Total # of Prizes:</b> Enter total number of cash prizes you plan to award.</p> <p><b>Contest Prize Value per Item:</b> Enter the value of the cash prize.</p>	 <p>The screenshot shows a web form for creating a contest. The title is "Spring Cash Giveaway". The start date is 04/23/2023 and the end date is 05/06/2023. The station selected is WFME-FM. The advertiser list includes "5th Annual Engineering Softball Classic" and "Acme Awesome". The contest name is "Spring Cash Giveaway", category is "Online Giveaway", and it is set to run 1 time. The prize is "\$1,000 Check" with "Cash" selected. The promotion type is "Event" and the prize value per item is "\$1,000.00". A "Save" button is at the bottom.</p>
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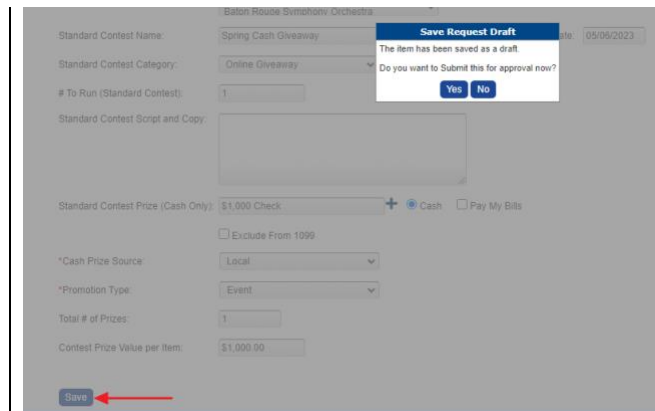
**IMPORTANT NOTE: If the contest involves a cash prize AND a non-cash prize, you MUST use this form as well.**

<p><b>When filling out the form, create the cash prize first, then follow these steps to create the additional prize(s):</b></p> <ol style="list-style-type: none"> <li>1. Click the blue + sign next to the already created cash prize</li> <li>2. Fill out the information for the second prize, note that the second prize can be Cash, Tickets or Prize</li> <li>3. You can add as many prizes as needed, should your contests contain more than just the cash component.</li> </ol>	 <p>This screenshot shows the "Standard Contest Second Prize" section of the form. It includes a text input for the prize name, a blue "+" button, and radio buttons for "Tickets", "Prize", and "Cash". There are also checkboxes for "Exclude From 1099", a dropdown for "Cash Prize Source", and input fields for "Total # of Prizes" and "Contest Prize Value per Item".</p>
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*Step 3: Submit or Save the Form*

Once you have filled out the necessary fields, you can submit the form for approval OR save it as a draft.

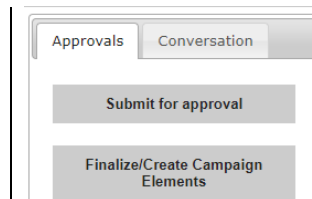
1. Click the Save button at the bottom of the form. A popup asking if you want to submit the form will appear.
2. To submit, click Yes. Otherwise, to save as a draft, click No.



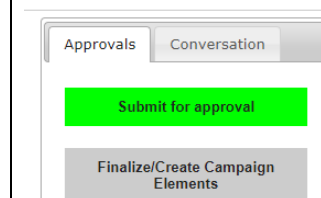
*Step 4: Initiate Approval*

Finally, you need initiate the approval process.

Click the 'Submit for approval' button.



Once the system processes your submission, the button will turn green, indicating it was submitted to your market's designated approvers. They will receive an email, alerting them a contest promotion involving a cash prize requires their approval.



### What Happens Next?

Once approved, the user who entered the request will receive an email, letting them know the promotion has been finalized.

Sales request finalized: Spring Cash Giveaway was finalized by PS Andrew Smith



PromoSuite Next <wfmfm@MyPromoSuite.com>

To: Andrew Smith

ⓘ If there are problems with how this message is displayed, click here to view it in a web browser.  
Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

**Request Name:** Spring Cash Giveaway

**Request Timeline:** 04/23/2023 - 05/06/2023

**Station(s):** WFMF-FM

**Standard Contest Name:** Spring Cash Giveaway **Start Date:** 04/23/2023 **End Date:** 05/06/2023

**Standard Contest Category:** Online Giveaway

**# To Run (Standard Contest):** 1

**Standard Contest Prize (Cash Only):** \$1,000 Check

**Prize Type:** Cash

**Total # of Prizes:** 1

**Contest Prize Value per Item:** \$1,000.00

The contest and prizes will be available in the station's Standard Contest and Prize Closet sections of PromoSuite, with all the information previously provided. The only thing left to do is allocate the prize (if necessary) and schedule the contest.

## Additional Resources

For additional support and information, please consult:

- [PromoSuite Next Knowledge Base](#)