

# FREE RENT FOR A YEAR

## The Ultimate Viral Sweepstakes Campaign

\$60,000 Prize → 500,000 Emails → \$5M Revenue Pipeline

### Executive Summary

**The Opportunity:** A "Free Rent for a Year" sweepstakes (\$60,000 value) can generate 500,000+ email signups, 10M+ social impressions, and \$5M+ in revenue pipeline. With viral mechanics and multi-channel promotion, this campaign achieves a 83x ROI while building a massive, high-intent email list of luxury rental prospects.

500K+

Email Signups

\$5M+

Revenue Pipeline

83x

ROI

## 1. Campaign Overview & Value Proposition

### 1.1 The Irresistible Offer

#### Grand Prize Structure:

- **Primary Prize:** 12 months of free rent (up to \$5,000/month) = \$60,000 value
- **Runner-Up Prizes:**
  - 2nd Place: 6 months free rent (up to \$3,000/month) = \$18,000
  - 3rd Place: 3 months free rent (up to \$3,000/month) = \$9,000
  - 4th-10th Place: 1 month free rent (up to \$2,000/month) = \$14,000
- **Total Prize Pool:** \$101,000

- **Instant Win Prizes:** 100 x \$100 Amazon gift cards = \$10,000

## 1.2 Why "Free Rent" Is Marketing Gold

### Psychological Triggers Activated:

- **Universal Pain Point:** Rent is everyone's biggest expense (30-50% of income)
- **Life-Changing Value:** \$60,000 is genuinely transformational
- **Emotional Connection:** "Imagine not paying rent for a year!"
- **Broad Appeal:** Works for all income levels and demographics
- **Shareability:** People WILL tell friends about this opportunity
- **Urgency:** Limited time creates FOMO
- **Believability:** More credible than cash prizes (clear use case)

## 1.3 Target Audience Segments

Segment	Demographics	Why They'll Enter	Value to Business
Young Professionals	25-35, \$75K+	Save for house/investments	Prime luxury rental market
Recent Grads	22-25, Entry-level	Eliminate biggest expense	Future high-earners
Families	30-45, Dual income	Save for kids' education	Larger unit rentals
Remote Workers	28-40, Tech/Finance	Travel while rent-free	Luxury amenity seekers

Empty Nesters

50+, Downsizing

Boost retirement  
savings

High-end unit  
prospects

## 2. Viral Mechanics & Entry System

---

### 2.1 The Viral Loop Engine

#### Entry Multiplication System:

**Base Entry:** 1 entry for email signup

#### Viral Actions (Additional Entries):

- **Refer a Friend:** 5 entries per successful referral (friend must enter)
- **Share on Facebook:** 2 entries (once daily)
- **Tweet About It:** 2 entries (once daily)
- **Instagram Story:** 3 entries (tag @luxuryapartments)
- **LinkedIn Share:** 2 entries (professionals network)
- **TikTok Video:** 10 entries (use #RentFreeFor2025)
- **Property Tour:** 25 entries (schedule a viewing)
- **Waitlist Join:** 10 entries (join luxury waitlist)
- **Partner Actions:** 5 entries each (download apps, etc.)

**Daily Return Bonus:** 1 entry for visiting site daily

**Max Entries:** Unlimited (encourages maximum sharing)

### 2.2 Gamification Elements

#### Leaderboard System:

- **Public Leaderboard:** Top 100 entrants displayed (first name, last initial, entry count)
- **Milestone Rewards:**

- 50 entries: Unlock exclusive apartment hunting guide
- 100 entries: Get "VIP Renter" badge
- 250 entries: Entered into weekly \$500 bonus drawing
- 500 entries: Guaranteed swag pack (t-shirt, mug)
- 1000 entries: Exclusive viewing of premium properties
- **Progress Bar:** Visual representation of entries earned
- **Achievement Badges:** Social Sharer, Super Referrer, Daily Visitor

## 2.3 Technical Implementation

```
// Viral Coefficient Calculation Base Participants: 10,000 initial entries
Referral Rate: 40% refer at least one friend Avg Referrals per Referrer: 3.5
Viral Coefficient (K):  $0.40 \times 3.5 = 1.4$  // Growth Formula Total Participants =
Initial  $\times (1 + K + K^2 + K^3 \dots)$  Total Participants =  $10,000 \times 3.33 = 333,000$  //
With paid advertising boosting initial entries: Initial: 50,000 (from $20K ad
spend) Final:  $50,000 \times 3.33 = 166,500$  organic Total: 216,500 participants
minimum
```

### 3. Legal Framework & Compliance

**⚠ Critical Legal Requirements**

This section must be reviewed by legal counsel before launch.

#### 3.1 Sweepstakes Legal Structure

No Purchase Necessary Compliance:

- Free Entry Method:** Mail-in option with equal odds (legally required)
- Clear Rules:** Complete terms and conditions publicly accessible
- Eligibility:** 18+, US residents (exclude regulated states if needed)
- Void Where Prohibited:** Exclude states with restrictive laws
- Prize Descriptions:** Exact values and redemption terms specified
- Winner Selection:** Random drawing via certified software
- Sponsor Identification:** LuxuryApartments.com clearly identified

#### 3.2 State-Specific Considerations

State	Special Requirements	Action Needed
Florida, New York	Registration/bonding for prizes over \$5,000	File registration 30 days prior
Rhode Island	Registration required	File with Secretary of State

California	Specific disclosure requirements	Add CA-specific disclaimers
Arizona	Estimated odds disclosure	Calculate and display odds

### 3.3 Official Rules Template

LUXURYAPARTMENTS.COM "FREE RENT FOR A YEAR" SWEEPSTAKES OFFICIAL RULES NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. 1. ELIGIBILITY: Open to legal US residents, 18+ 2. ENTRY PERIOD: [Start Date] to [End Date] 11:59 PM ET 3. HOW TO ENTER: - Online: Visit [URL] and complete form - Mail: Send 3x5 card with name, address, email to [Address] 4. PRIZES: Grand Prize: 12 months rent (max \$5,000/mo), ARV \$60,000 5. WINNER SELECTION: Random drawing on [Date] 6. ODDS: Depend on number of entries received 7. SPONSOR: LuxuryApartments.com, [Address] [Complete rules would be 3-4 pages with all legal requirements]

### 3.4 Tax Implications

#### Winner Tax Responsibilities:

- **1099-MISC Required:** Prize value over \$600 requires tax reporting
- **Withholding:** 24% federal tax withholding on prizes over \$5,000
- **Gross-Up Option:** Consider covering winner's taxes to maximize PR value
- **Clear Disclosure:** Winners responsible for all taxes must be stated

## 4. Multi-Channel Promotion Strategy

---

### 4.1 Launch Week Blitz (Days 1-7)

**Day 1 - Monday:** Soft launch to email list (100K subscribers)

- Email blast at 10 AM ET
- Give existing subscribers "early bird" bonus entries
- Goal: 10,000 entries first day

**Day 2 - Tuesday:** Social media launch

- Instagram, Facebook, Twitter, TikTok simultaneous posts
- Influencer partners go live
- Goal: 25,000 total entries

**Day 3 - Wednesday:** PR push

- Press release distribution
- Local news outreach
- Goal: 40,000 total entries

**Day 4 - Thursday:** Paid advertising launch

- Facebook/Instagram ads go live
- Google Ads campaign starts
- Goal: 60,000 total entries

**Day 5-7 - Weekend:** Viral acceleration

- First referral bonuses kick in
- Retargeting campaigns activate
- Goal: 100,000 total entries

### 4.2 Digital Advertising Strategy



**Paid Media Budget Allocation (\$50,000):**

Channel	Budget	CPA Target	Expected Entries
Facebook/Instagram	\$20,000	\$2.00	10,000
Google Ads	\$10,000	\$2.50	4,000
TikTok Ads	\$8,000	\$1.60	5,000
YouTube Pre-Roll	\$5,000	\$2.50	2,000
Display Retargeting	\$4,000	\$1.00	4,000
Reddit Ads	\$3,000	\$1.50	2,000
Total	\$50,000	\$1.85 avg	27,000

**4.3 Influencer Partnership Strategy**

**Tiered Influencer Approach:**

**Tier 1: Mega-Influencers (1M+ followers)**

- Partner with 2-3 lifestyle/finance influencers
- Compensation: \$10,000 + bonus for conversions
- Deliverables: 2 posts, 5 stories, 1 reel
- Expected reach: 3M+ impressions

**Tier 2: Macro-Influencers (100K-1M)**

- Partner with 10 city-specific influencers
- Compensation: \$2,500 each

- Deliverables: 1 post, 3 stories
- Expected reach: 5M+ impressions

### **Tier 3: Micro-Influencers (10K-100K)**

- Partner with 50 niche influencers
- Compensation: \$500 + commission
- Deliverables: 1 post, 2 stories
- Expected reach: 2M+ impressions

**Total Influencer Investment: \$60,000**

**Total Expected Reach: 10M+ impressions**

## 5. Landing Page & Conversion Optimization

---

### 5.1 Landing Page Architecture

ABOVE THE FOLD: \_\_\_\_\_ | 🎁 FREE RENT FOR AN  
ENTIRE YEAR! | | Worth \$60,000 | | | [Countdown Timer: 29d 15h 42m 13s] | |  
| | [ENTER NOW - IT'S FREE] | | | Already 247,932 entries! | | Your odds: 1  
in 248,000 | \_\_\_\_\_ SOCIAL PROOF TICKER:  
"Sarah M. from NYC just entered!" "James T. from LA earned 50 bonus entries!"  
"Maria G. from Miami referred 3 friends!"

### 5.2 Conversion Rate Optimization

#### A/B Testing Priority List:

##### 1. **Headline Variations:**

- A: "Win Free Rent for a Year (\$60,000 Value)"
- B: "Never Pay Rent in 2025 - Enter to Win!"
- C: "12 Months. Zero Rent. One Lucky Winner."

##### 2. **CTA Button:**

- A: "Enter to Win"
- B: "Claim My Entry"
- C: "I Want Free Rent!"

##### 3. **Form Fields:**

- A: Email only
- B: Email + Name
- C: Email + Name + Phone

##### 4. **Social Proof:**

- A: Entry counter

- B: Recent entry ticker
- C: Both

## 5.3 Trust & Credibility Elements

### Essential Trust Builders:

- ✓ **Official Rules Link:** Prominent, accessible
- ✓ **No Purchase Necessary:** Clear disclosure
- ✓ **Previous Winners:** Photos and testimonials
- ✓ **Company Information:** About LuxuryApartments.com
- ✓ **SSL Certificate:** Secure form submission
- ✓ **Privacy Policy:** Data usage transparency
- ✓ **Media Mentions:** "As seen in..." logos
- ✓ **BBB Accreditation:** If applicable
- ✓ **FAQ Section:** Address common concerns
- ✓ **Contact Information:** Real support available

## 5.4 Mobile Optimization

### Mobile-First Requirements (70% of traffic):

- Single-column layout
- Thumb-friendly buttons (min 44px height)
- Autofill-enabled forms
- Fast load time (under 3 seconds)
- Social sharing via native apps

- Apple/Google Pay integration for future conversions

## 6. Email Marketing & Nurture Strategy

---

### 6.1 Email Campaign Calendar

#### ● **Immediate (0 min):** Welcome & Confirmation

- Confirm entry
- Show referral link
- Explain bonus entries

#### ● **Day 1:** Maximize Your Chances

- All ways to earn entries
- Success stories
- Social sharing buttons

#### ● **Day 3:** Referral Reminder

- Your friends want this too!
- Show potential entries from referrals
- Easy sharing tools

#### ● **Week 2:** Luxury Living Content

- Tour our best properties
- Amenities showcase
- Soft pitch for tours (25 entries)

#### ● **Week 3:** Urgency Building

- Time running out
- Current odds update
- Last chance for bonus entries

#### ● **Final 48 Hours:** Last Call

- Countdown emphasis
- Final referral push
- Drawing details

## 6.2 Post-Sweepstakes Conversion

### Non-Winner Nurture Strategy:

#### Immediate (Drawing Day):

- Announce winners transparently
- Offer "Consolation Prize": \$500 off first month's rent
- Limited time: 72 hours only

#### Week 1-2 Post-Drawing:

- Showcase winner's new apartment (social proof)
- Exclusive "Sweepstakes Entrant" deals
- Virtual tour invitations

#### Month 1-3:

- Segment by engagement level
- City-specific content for high-intent users
- Luxury living education series
- Partner offers and amenity highlights

#### Ongoing:

- Monthly market updates
- New property alerts
- Exclusive pre-launch access
- Annual sweepstakes announcements

# 7. Social Media & Content Strategy

## 7.1 Platform-Specific Strategies

Platform	Content Type	Posting Frequency	Key Tactics
Instagram	Visual storytelling	2x daily	Stories with polls, Reels showing properties, IGTV winner announcement
TikTok	Viral videos	Daily	"Apartment tour if I win", "Day in life rent-free", Dance challenges
Facebook	Community building	2x daily	Live drawings, Facebook groups, Event pages
Twitter/X	Real-time updates	5x daily	Countdown updates, Retweet contests, Spaces discussions
LinkedIn	Professional angle	3x weekly	"What would you do with extra \$60K?", Career growth focus
YouTube	Long-form content	2x weekly	Property tours, Winner reveals, "How to win" guides

## 7.2 User-Generated Content Campaign

### UGC Contest Within Contest:

#### #RentFreeLife Challenge

- Users post what they'd do if rent-free
- Best content wins bonus 100 entries



- Weekly features on main account
- Creates authentic social proof

### Content Categories:

- 📺 **Video:** "My rent-free dream life"
- 📷 **Photo:** "Where my rent money would go"
- 📝 **Story:** "How free rent changes everything"
- 🎨 **Creative:** Memes, art, music about winning

### Expected UGC Results:

- 10,000+ pieces of content created
- 50M+ organic impressions
- Brand awareness explosion
- Authentic testimonials for future use

## 7.3 Content Calendar Highlights

### Key Content Moments:

#### Week 1: Launch Excitement

- Behind-the-scenes prep
- Countdown begins posts
- Early bird advantages

#### Week 2: Social Proof

- "X entries already!"
- Feature top referrers
- Winner testimonials from past

#### Week 3: Education

- How to maximize entries
- Apartment hunting tips
- Market insights

#### Week 4: Urgency

- Final push messaging
- Last chance reminders
- Live countdown streams



## 8. Partnership & Sponsorship Opportunities

### 8.1 Strategic Partner Categories

Win-Win Partnership Structures:

Partner Type	Value Exchange	Integration	Revenue Potential
Moving Companies	Free move for winner	Co-branded emails	\$10,000 sponsorship
Furniture Brands	\$5,000 shopping spree	Additional prize tier	\$15,000 sponsorship
Streaming Services	1-year subscriptions	Bonus entry offers	\$5,000 + commissions
Food Delivery	\$100 credits	Instant win prizes	\$8,000 sponsorship
Fitness Brands	Gym memberships	Lifestyle positioning	\$12,000 sponsorship
Insurance Companies	Renters insurance	Lead generation	\$20,000 + leads

Total Partnership Revenue Potential: \$70,000

### 8.2 Media Partnership Strategy

## **Media Partner Benefits Package:**

### **For Radio Stations:**

- Exclusive local market announcement rights
- On-air promotion opportunities
- Co-branded landing page
- Live winner announcement on-air
- Value: \$25,000 per major market

### **For Digital Publications:**

- Sponsored content opportunities
- Email blast to their list
- Banner ad inventory
- Social media collaboration
- Value: \$10,000 per publication

# 9. Analytics, Tracking & ROI Measurement

## 9.1 KPIs and Success Metrics

Primary KPIs:

Metric	Target	Actual	Impact
Total Entries	500,000	[Track]	Brand awareness
Unique Emails	350,000	[Track]	List growth
Viral Coefficient	1.4	[Track]	Organic growth
Cost per Acquisition	\$0.50	[Track]	Efficiency
Social Impressions	10M	[Track]	Reach
Property Tours Booked	5,000	[Track]	Sales pipeline
Lease Conversions	500	[Track]	Revenue

## 9.2 Attribution Tracking Setup

```
// UTM Parameter Structure Source: utm_source=[platform] Medium: utm_medium=[type] Campaign: utm_campaign=rent_free_2025 Content: utm_content=[specific_ad] // Example URLs: Facebook: ?utm_source=facebook&utm_medium=paid&utm_campaign=rent_free_2025 Email: ?utm_source=email&utm_medium=newsletter&utm_campaign=rent_free_2025 Influencer: ?utm_source=instagram&utm_medium=influencer&utm_campaign=rent_free_2025&utm_content=[influencer_name] // Conversion Tracking: - Entry completion - Referral sent -
```

Social share - Email open/click - Property tour booked - Lease application started - Lease signed

## 9.3 ROI Calculation Model

### Campaign Investment vs. Return

#### TOTAL INVESTMENT

**\$231,000**

- Prize value: \$111,000
- Advertising: \$50,000
- Influencers: \$60,000
- Operations: \$10,000

#### EXPECTED RETURN

**\$5,000,000+**

- Direct leases: \$2,000,000
- Email LTV: \$1,750,000
- Brand value: \$1,000,000
- Partnerships: \$250,000

**ROI: 2,065% (21x return)**

# 10. Risk Management & Contingency Planning

## 10.1 Potential Risks & Mitigation

Risk Assessment Matrix:

Risk	Probability	Impact	Mitigation Strategy
Fraud/Bot entries	High	Medium	CAPTCHA, email verification, IP tracking
Legal challenge	Low	High	Legal review, insurance, clear rules
Technical crash	Medium	High	CDN, load testing, backup servers
Negative PR	Low	Medium	PR agency on retainer, crisis plan
Low participation	Low	High	Paid advertising backup, PR push
Winner controversy	Medium	Medium	Third-party selection, video proof

## 10.2 Fraud Prevention Measures

Anti-Fraud Protocol:

1. **Email Verification:** Double opt-in required
2. **Phone Verification:** SMS code for bonus entries
3. **IP Monitoring:** Flag multiple entries from same IP
4. **Pattern Detection:** Identify bot behavior

5. **Manual Review:** Top 100 entrants verified

6. **Winner Verification:** Background check, ID verification

7. **Disqualification Rights:** Clear in official rules

## 10.3 Crisis Communication Plan

### If Something Goes Wrong:

#### Technical Issues:

- Immediate social media acknowledgment
- Extension of entry period if needed
- Bonus entries for affected users

#### Winner Controversy:

- Transparent selection process video
- Third-party auditor statement
- Clear documentation trail

#### Legal Challenge:

- No public comment initially
- Legal team handles all communication
- Prepared statement if needed



# 11. Post-Campaign Strategy

---

## 11.1 Winner Announcement & PR Maximization

### **Drawing Day:** Live stream event

- Facebook/YouTube/Instagram Live
- Third-party official present
- Immediate winner notification
- Social media explosion

### **Day 1-3:** Winner story

- Professional photo/video shoot
- Winner's background story
- Local media interviews
- Social media takeover

### **Week 1:** National PR push

- Press release to major outlets
- Morning show pitches
- Viral moment creation
- Feel-good story angle

### **Month 1:** Content series

- "Life rent-free" video series
- Winner's apartment tour
- Monthly check-ins
- Inspiration for next year

## 11.2 Database Monetization Strategy

Email List Segmentation & Value:

Segment	Size	Engagement	12-Month Value
Highly Engaged (opened 5+ emails)	70,000	45% open rate	\$1,400,000
Referrers (brought friends)	50,000	38% open rate	\$750,000
Property Interest (toured)	5,000	62% open rate	\$500,000
Moderate Engagement	125,000	22% open rate	\$625,000
Low Engagement	100,000	8% open rate	\$200,000
Total Database	350,000	25% avg	\$3,475,000

11.3 Annual Sweepstakes Calendar

Building a Sweepstakes Machine:

Q1: Free Rent for a Year (January)

- The flagship annual campaign
- New Year, new home angle
- \$60,000 grand prize

Q2: Summer Luxury Upgrade (May)

- 3 months free in premium unit

- Pool season timing
- \$15,000 value

#### **Q3: Back-to-School Special** (August)

- 6 months free for students/young professionals
- Moving season alignment
- \$30,000 value

#### **Q4: Holiday Home Giveaway** (November)

- Furnished apartment for 3 months
- Holiday season angle
- \$20,000 value

#### **Expected Annual Impact:**

- 1.5M+ email database within 12 months
- \$20M+ revenue pipeline
- Category-defining brand position

# 12. Implementation Timeline & Action Items

## 12.1 90-Day Launch Timeline

### Pre-Launch Phase (Days -60 to 0):

Days Until Launch	Action Items	Owner	Status
-60 days	Legal review, rules drafting, state registrations	Legal	[ ]
-45 days	Landing page design, development, testing	Dev Team	[ ]
-30 days	Partnership negotiations, sponsorship deals	BD Team	[ ]
-21 days	Influencer outreach, contracts, content briefs	Marketing	[ ]
-14 days	Ad creative development, audience setup	Marketing	[ ]
-7 days	Email templates, automation, testing	Email Team	[ ]
-3 days	Final testing, load testing, backup systems	Dev Team	[ ]
Launch Day	Go live, monitor, optimize	All Teams	[ ]

## 12.2 Required Resources & Team

### Team Allocation:

#### Internal Team Needs:

- Project Manager (full-time)
- Marketing Manager (full-time)
- Developer (50% allocation)
- Designer (50% allocation)
- Legal Counsel (as needed)
- Customer Service (2 reps)

#### External Resources:

- PR Agency (\$15,000)
- Video Production (\$10,000)
- Influencer Agency (\$5,000)
- Sweepstakes Admin (\$5,000)
- Load Testing Service (\$2,000)
- Legal Review (\$5,000)

## 12.3 Success Checklist

### Launch Readiness Checklist:

#### Legal & Compliance:

- ☐ Official rules reviewed by legal counsel
- ☐ State registrations completed where required
- ☐ Privacy policy and terms updated
- ☐ Winner selection process documented
- ☐ Tax implications understood

#### Technical Infrastructure:

- ☐ Landing page tested across devices
- ☐ Email automation configured
- ☐ Analytics tracking verified
- ☐ Load testing completed

- ☐ Fraud prevention active

### Marketing Assets:

- ☐ Ad creatives approved
- ☐ Email templates ready
- ☐ Social media content scheduled
- ☐ Influencer briefs sent
- ☐ PR materials prepared

### Operations:

- ☐ Customer service scripts ready
- ☐ FAQ document complete
- ☐ Winner notification process defined
- ☐ Crisis communication plan in place
- ☐ Reporting dashboard configured

## ▮ The Bottom Line

This "Free Rent for a Year" sweepstakes will generate 500,000+ engaged email subscribers, create millions in brand awareness value, and produce a direct revenue pipeline of \$5M+. With a total investment of \$231,000, the campaign delivers an extraordinary 21x ROI while establishing LuxuryApartments.com as the most innovative player in the luxury rental market.

**Ready to change someone's life?**

**LuxuryApartments.com**

Free Rent Sweepstakes Campaign Strategy

Confidential & Proprietary