



The
LUCKIEST
Golfer Alive Sweepstakes

**UNDERPAR & MONARCH BEACH GOLF LINKS
Enter-To-Win Sweepstakes – Lead Gen**

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UNDERPAR/MONARCH ETW SWEEPSTAKES

OUR TASK

To generate new CRM leads for two clients – UnderPar and Monarch Beach Golf Links - through an integrated, co-branded enter-to-win sweepstakes; and, ultimately increase the number of customers for UnderPar and the number of patrons who golf and become members of Monarch Beach.

OUR STRATEGY

- Design a highly engaging enter-to-win promotion
- Recruit and project manage four promotional partners: UnderPar, Monarch Beach Golf Links, Monarch Beach Resort, and Callaway Golf
- Have some fun. Get creative. Pull together a campaign that would not only inspire a number of entries, but also social sharing.

THE RESULTS

TOTAL ENTRIES

- 18,500+

TOTAL IMPRESSIONS

- 1M+ across email, web, retail and social media promotion

Highlighted Metrics

Monarch Beach G.L. added more than 13k new email addresses to their CRM; Underpar added 7.5k. The new emails have already led to hundreds of sales and tee time bookings. Future collaborations are already in the works.



The LUCKIEST

Golfer Alive Sweepstakes

Enter Below For Your Chance To Win!

Is this guy excited? Well, heck ya! Because he thinks he's the luckiest golfer alive. Seriously, those shorts. So tight. So dilly. But is he worlds' luckiest? You know. Top-of-the-mountain fat Ogio bag full of new minty Callaway Rogues, Mack Daddy 4 wedges, pretty white pearlies, Monarch Beach G.L. Wolf with the boys, sleeping ocean view fat-cat post-golf resort-style, espresso-fueled early morning Salt Creek beach yoga, pre-noon buttery Chard in hand on the veranda lucky? Luckiest-in-the-land lucky? Probably not. But those shorts.

So are you feeling luckier than our guy Chad? Buttery Chard lucky? Well you could be.

All right. Your chance. Your time. Your info. Let's party. [Enter](#) our sweepstakes below!

[underpar.com](#)



The LUCKIEST Grand Prize

- Overnight stay for 2 at Monarch Beach Resort (AAA Five Diamond-rated Resort)
- Scrumptious breakfast for 2 at Aveo, located at Monarch Beach Resort
- Golf for 2 at Monarch Beach Golf Links (A Golf Magazine Premier Resorts Award Golf Winner)
- \$1,000 UnderPar.com Gift Card to be used toward future golf, stay & plays, lasting memories
- \$3,050 worth of new golf equipment from Callaway, Odyssey and Ogio – a full bag of shiny magic
- We added the value up to make it easy for you to comprehend lucky: \$5,750, Boom!

Still Lucky, Just Not The LUCKIEST - 2nd Prize (3 Total)

- Golf for 4 at Monarch Beach Golf Links
- 4 Dozen Callaway Chrome Soft Golf Balls
- \$100 UnderPar.com Gift Card

[CLICK TO ENTER!](#)

Enter through 4/5/2018. Winners selected 4/8/2018.

PRESENTED BY



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