

2015 Promotions Calendar

Each of our sponsorship and promotion opportunities feature a carefully crafted mix of digital and print ads – customized to fit your needs.

1ST QUARTER

PICK & ROLL

Our annual reader prediction contest, covering all Pac-12 men's basketball games from January through March. The promotion also features a weekly e-newsletter to participants to keep interest high throughout the season.

HOOPS HYSTERIA

It's March Madness! Our annual college hoops bracket challenge, one of our most popular contests, also features a weekly e-newsletter to engage and update participants.

SEATTLE SOUNDERS GAME CENTER

Seattle is crazy about Major League Soccer (MLS), and Match Day Game Center gives fans the live chats and updates on the Sounders and MLS action they crave. Your sponsorship gets you prominent logo placement on the Game Center page.

PEEPS® DIORAMA CONTEST

In this beloved and incredibly popular annual contest, readers create an original scene using Marshmallow PEEPS® Candy and lots of imagination. Prizes are awarded in various categories, and photos are uploaded to seattletimes.com for all to see.

3RD QUARTER

SEATTLE SEAHAWKS GAME CENTER

Our Seahawks Game Center features live chats with sports writer Bob Condotta and updates on the Hawks and NFL action. Your sponsorship gets you prominent logo placement on the Game Center page.

GUEST GUESSER FOOTBALL PREDICTION CONTEST

Each fall, a group of highly engaged readers turn to this contest to guess the winners of college and pro football games. Round prizes are awarded each week for the best score, and after 12 weeks of competition, the overall winner takes home a grand prize.

UW FOOTBALL GAME CENTER

Our Huskies Game Center features live chats and updates on the Dawgs and college football action. Your sponsorship gets you prominent logo placement on the Game Center page.

ONGOING

FINANCIAL PLANNING SEMINARS

Customizable seminars cover various aspects of personal finance to help readers reach their goals.

CELEBRITY SPORTS CHATS

Our weekly online chats with sports newsmakers draw great numbers. In 2014, we featured such notable figures as Dan Marino, Nate Robinson, and figure skater Ashley Wagner.

USER GENERATED CONTENT CONTESTS

Build your database and engage your customers via our user generated content contest platform. A variety of turnkey original contests can be created to include photo, video or other elements.

2ND QUARTER

SEATTLE RESTAURANT WEEK: SPRING

In this biannual promotion, over 175 local restaurants serve up three-course lunches and dinners over a two-week period. Our 2014 spring campaign reached 76 percent of adults in the Seattle metropolitan area.

SWING FOR THE FENCES

From Opening Day to the end of the season, readers earn prizes by predicting which Mariner will hit the most home runs each week.

GRAND SLAM GOLF CHALLENGE

Readers select the top ten finishers of all four major golf championships, including the 2015 U.S. Open at Chambers Bay.

ONE DAY UNIVERSITY: SPRING

No homework, tests, or grades – just an innovative, daylong edutainment event featuring lectures from leading university professors from across the country. Various sponsorship opportunities exist for this event.

4TH QUARTER

SEATTLE RESTAURANT WEEK: FALL

In this biannual promotion, over 175 local restaurants offer specially priced three-course lunches and dinners over a two-week period. During the 2013 fall event, over 8.1 million impressions were served through our online ad campaign alone.

ONE DAY UNIVERSITY: FALL

No homework, tests, or grades – just an innovative, daylong edutainment event featuring lectures from leading university professors from across the country. Various sponsorship opportunities exist for this event.

COLLEGE BOWL BLITZ

Our annual late December prediction contest invites readers to choose the winners of all 39 college football bowl games and win cash or prizes.

DEBATE EVENTS

Throughout the year, we schedule public debate events that can be structured around hot button issues.

CAUSE MARKETING CAMPAIGNS

Let us partner with you to align your company with the right cause. By visibly raising donations and awareness, you'll increase consumer engagement, strengthen emotional connections and create brand loyalty.

CUSTOMIZED LIVE EVENTS AND PROMOTIONS

Thinking about something outside of the box? The Seattle Times will help you design and execute a live event or campaign to meet your unique needs.

