

WFFT-TV

55
NEWS
wfft.com

STOCK THE CLASSROOM

CONTEST



Join FOX 55 in celebrating our local teachers

FOX 55 and five sponsors will support a contest where community members, students or teachers can nominate a local teacher with a picture of the teacher, their school and/or classroom.

Viewers will then be able to vote for their favorite submissions.

Five teachers will each win a 'Stock the Classroom' prize worth \$500!

Prizes will be used to allow the winning teachers to purchase school supplies for their students and classrooms.

Nominations: July 1, 2025-July 13, 2025

Voting: July 14, 2025-July 20, 2025

Winners announced: July 21, 2025

Digital Elements:

- Dedicated contest page with sponsor logos and links to sponsor website
- 30,000 digital banner impressions on wfft.com and our mobile apps
- 2 FOX 55 Facebook posts with sponsor logos (one asking people to nominate and one asking people to vote)
- 2 wfft.com Home Page Takeovers during the contest time frame (July 1-21)
- 2 emails to FOX 55's opt-in database (one inviting people to nominate and one inviting people to vote) with sponsor logos

TV Elements:

40 shared TV promotions

45 :30 TV Commercials on FOX 55

45 :30 TV Commercials on Antenna TV

Value: \$9,190

Investment: \$5,000 + \$500 gift card prize (**required**) for total of **\$5,500**.



Web Stats

Unique Visitors: 173,115 average

Page Views: 499,604 average

Time Spent: 1 minute 14 seconds average

Email Recipients: 11,851 average

Source: WFFT Google Analytics 2025

Sign & Date - Client Representative

Sign & Date - Station Representative