



## iMake's Giveaway Guidelines

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*Thank you for thinking about sponsoring a giveaway on the iMake blog. Please email [info@imake.gg](mailto:info@imake.gg) to register your interest.*

Giveaways are a great way to raise product and brand awareness, and hopefully bring valuable traffic to your website.

These guidelines have been put together to explain how iMake giveaways work, and also to avoid any confusion.

### **Giveaway procedure**

- Giveaways will be announced on the iMake blog as well as iMake's various social networks (including Twitter and Facebook). This will include links to the sponsor's website/s. Check out [www.imake.gg](http://www.imake.gg) for examples (there is a category called 'giveaways').
- The giveaway will also be announced in the iMake podcast, as long as the giveaway coincides with the release of a podcast episode.
- Giveaways will run between 2 and 4 weeks (to be agreed between the sponsor and iMake) and will usually finish at the end of a calendar month.
- Entrants will be required to leave a comment on the giveaway blog post. Only one comment per person is allowed (duplicates are deleted) and comments must include an email address to be valid.
- Winners are chosen using a random number generator and will be notified by iMake, by email.

### **Responsibility of the sponsor**

The sponsor will:

- Supply a suitable prize (to be agreed with iMake).
- Arrange for the prize to be posted to the winner within 7 days of the giveaway closing date. Please note that the iMake blog has readers from all over the world so you will need to be willing to post the prize internationally.
- Supply iMake with information for the giveaway blog post about the person/company supplying the prize.
- Take responsibility in the unlikely event of the prize being lost in the post.

*It's always a pleasure to hear from people interested in sponsoring a giveaway on the iMake blog, but very occasionally a potential sponsor's business or products don't fit particularly well with iMake's ethos. In this situation iMake reserves the right to (very politely) decline the offer of giveaway sponsorship. This isn't a very likely situation, but it would be really mean of us not to mention it...! Thanks for understanding.*