

INTELLIGENT TRACKING, IMPACTFUL RESULTS.

EXPERIENTIAL GIVEAWAYS

VIRAL ACTIVATIONS FOR CONSUMER BRANDS

WHAT A GIVEAWAY IS AND HOW WE PROTECT YOUR BRAND

COMPLIANCE-FIRST

What it is (legally)

- **Sweepstakes** = prize + chance; entries can't require a purchase (must include a free AMOE).
- **Contest** = prize + skill (judged criteria).
- **Lottery** = prize + chance + consideration (generally illegal for private brands). (Overview sources summarize these distinctions.)

Promise to your legal & compliance teams

- Plain-English rules + filing calendar
- Single source of truth reporting pack
- Audit-ready artifacts retained per state guidance

Brand-safety non-negotiables

- No Purchase Necessary messaging + clear official rules and eligibility, start/end dates, odds, and winner list process.
- Influencer & affiliate disclosure per FTC Endorsement Guides (clear, conspicuous, hard to miss). We script disclosures and review placements.
- State filings when required (examples):
 - Florida: register + bond or trust for promos with prizes totaling >\$5,000, ≥7 days before launch.
 - New York: register + bond for sweepstakes >\$5,000, typically ~30 days before start.
 - Rhode Island: in-store promos >\$500 must register with Secretary of State.

WHO IS PURE INFLUENCE?

We've Been Running Giveaways with Your Favorite Influencers for Years...

- Over **100+** Giveaway Campaigns Hosted
- **50M+** Followers Delivered
- Collaborated with **500+** Influencers/Celebrities








OUR MISSION

VERIFIED GIVEAWAYS. REAL IMPACT. GUARANTEED RESULTS.

Transforming brand experiences with intelligent giveaways that deliver proven, trackable outcomes.

(it's that simple)

Enterprise-grade compliance and brand safety—built into every activation. We handle rules, AMOE, registrations/bonding, winner verification, platform disclosures, and secure data handling end-to-end so your team and counsel can sleep at night.

 Official Rules + AMOE  NY/FL registration  FTC-compliant disclosures  Platform-safe execution  Tax handling guidance

THE PMG GIVEAWAY OPERATING SYSTEM



Concierge Compliance Vault

Rules, AMOE, filings, bonding/registration, winner vetting, 1099s—plus a tamper-evident audit log and timestamped approvals.



Fraud & Fairness Shield

Multi-layer fraud filters (device/velocity/OCR), eligibility checks, and a privacy-safe public winners page to reinforce trust.



Transparency Portal

Branded microsite with live counters, UGC gallery, prize journey tracker, and a plain-English Compliance & Fair Play tab.



Platform Policy Alignment

We build to the latest channel rules—disclosures, eligibility, and mechanics that fit Meta promotions and TikTok's current guidelines (and their September 13, 2025 update).



FTC-Compliant Creator Content

All creator posts include clear, conspicuous disclosure of material connections; for video, we require on-screen and audible disclosures when appropriate.



Data Privacy & Security

PII minimization, secure transmission/storage of affidavits & tax forms, role-based access, and documented data-retention windows. We honor your Privacy Policy and applicable GDPR/CCPA obligations.

WHY WE'RE DIFFERENT

EXPERIENCES > PRODUCTS:

Create viral experiences—transform giveaways into branded adventures that captivate and engage fans.



4M+
IMPRESSIONS

53K+
ENGAGEMENTS

+300%
APP
DOWNLOADS

WHY WE'RE DIFFERENT

HIGH-VALUE COLLABORATIONS

Strategic, data-driven collaborations ensure authentic partnerships that drive lasting growth—beyond one-off promotions.



WHY WE'RE DIFFERENT

DATA DRIVEN PERFORMANCE

Intelligent tracking delivers verifiable insights—measure impact, optimize strategy, and drive authentic growth with precision.

THE PROBLEM

THE WAY GIVEAWAYS ARE TRADITIONALLY RUN JUST DOESN'T CUT IT...



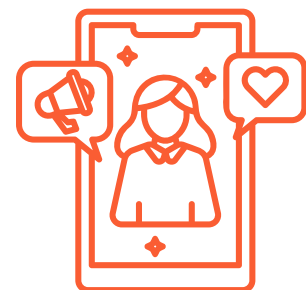
Unmeasurable Results

Lacking clear metrics and fail to provide reliable ROI tracking.



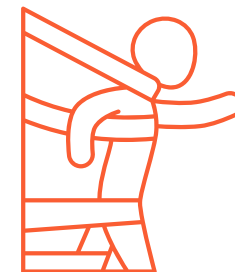
Chaotic Execution

Poor planning leads to inconsistent and ineffective campaigns.



Influencer Flakiness

Risk influencers not delivering as agreed.



Partnership Struggles

Difficulty attracting the right mix of influencers and sponsors.



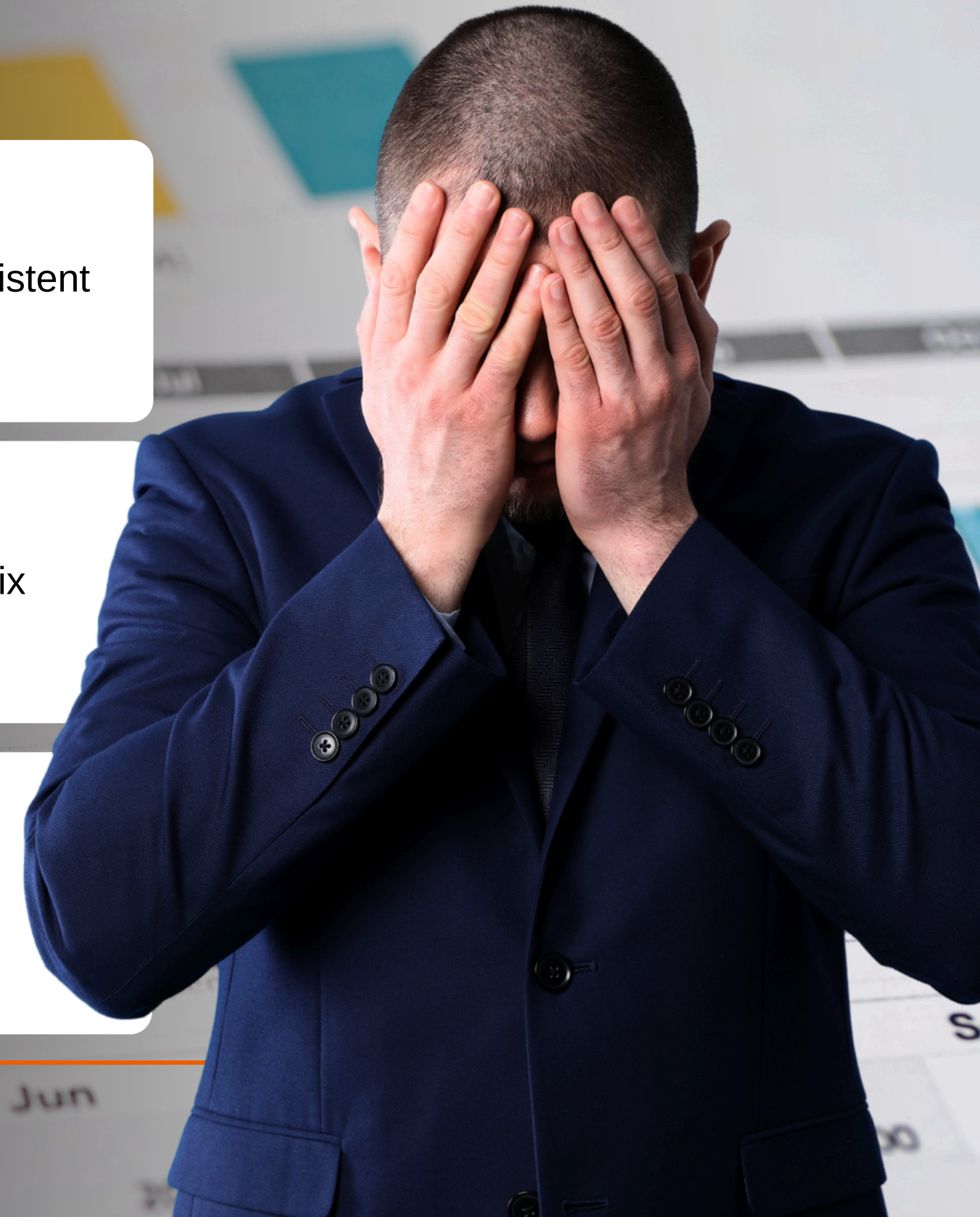
Misaligned Audience

Followers usually don't align with the target audience.



Strategy Disconnect

Giveaways often are not integrated with broader brand and marketing goals.



THE SOLUTION

EXPERIENTIAL GIVEAWAYS THAT CREATE VIRAL MOMENTS AND MEASURABLE BRAND LIFT.

We create, communicate, and champion creator-led giveaways that spark shareable momentum—and we verify outcomes across reach, sign-ups, and sales.

(Verified virality, done-for-you.)

FULL-FUNNEL MANAGEMENT

Maximize Signal. Minimize Waste.

1 END-TO-END TRACKING



Not just “entries” — provable business outcomes with clean attribution.

2 FRAUD & COMPLIANCE



We enforce fraud controls and strict compliance with a full audit trail.

3 REPORTING



Reporting dashboard + exports with lift studies & cohort analysis vs. pre-campaign baseline

ACTION-GATED ENTRIES

Every entry = a meaningful business action

Participants earn entries only by completing brand-value actions you choose. You pick 1–3 required actions:



Purchase



Referral Share



Quiz/Completion



Email/SMS Opt-in



Receipt Upload



**Booking/
Demo request**



UGC Post
(photo/video +
hashtag/@mention)



App Install



**Site add-to-cart/
Checkout start**



**In-store QR/
Geofence check-in**

Every entry creates owned audience, content, or revenue with clean attribution to CPC, CAQ, purchases, AOV.

MORE WAYS TO MONETIZE

Maximize Giveaway Profits



\$X,XXX

AVG. REVENUE
\$30,000 - \$50,000+

SPONSORSHIP SLOT SALES

Sell sponsorship slots to other brands or influencers as a marketing opportunity for massive reach and growth.



\$X,XXX

AVG. REVENUE
\$10,000 - \$25,000+

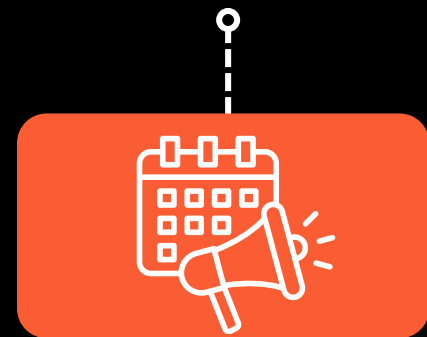
POST-GIVEAWAY SALES CAMPAIGN

Turn engagement into sales by offering your branded experience or exclusive merchandise to participants at a discount.

BY THE NUMBERS

Every entry = a meaningful business action

78% of millennials prefer spending on experiences over things.



98% of consumers create content at events—and 100% of those sharers post it on social. ([Event Marketer](#))

85% are likely to purchase after participating in an experience; **91% feel more positive** about the brand.



43% purchase on-site at events; another **30% purchase** within four weeks.

67% of brands say customers purchase directly at their branded events.

Top ROI channels now include paid social and social shopping tools (2024–2025). ([HubSpot](#))



Instagram giveaways drive ~3.5× more likes and 64× more comments; contest-running accounts grow ~70% faster. ([Tailwind](#))

YouTube delivers the highest social ROI, with Facebook and Instagram close behind. ([HubSpot Blog](#))



Social is a primary discovery channel: 36% of users search for brands/products on social; 24% search for local businesses. ([HubSpot Blog](#))

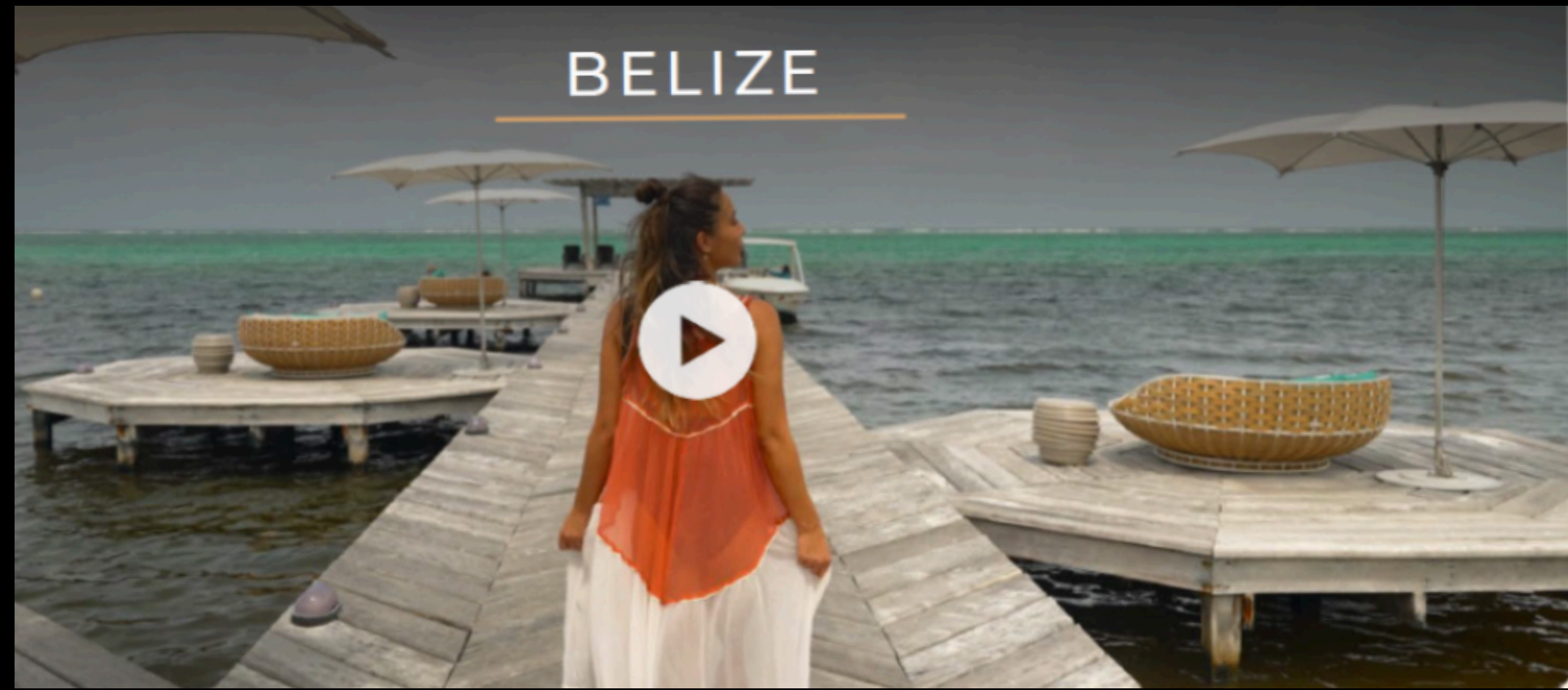




CUBA



JAPAN



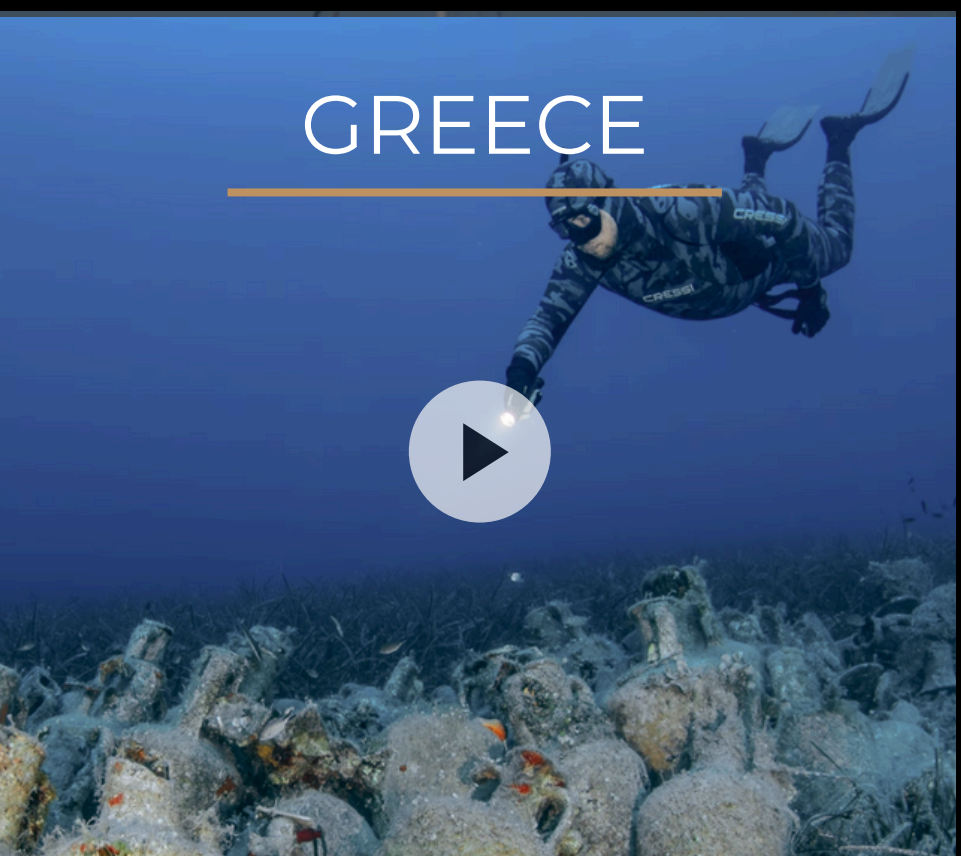
BELIZE

ACCESS GLOBAL EXPERIENCES

giveaway unforgettable experiences from our network



Virgin VOYAGES



GREECE



ICELAND

OUR GLOBAL INFLUENCER NETWORK

WE WILL COLLABORATE WITH INFLUENCERS TO DRIVE RAPID GROWTH, DONATIONS, AND IMPACT.

- 30+ Niches/Industries.
- 250+ Influencers (Micro, Macro, Celebrity).
- Brand Collaborations, Sponsorships, UGC, & More.



@MYFEMALEBIBLE
4.3M+ FOLLOWERS



@WOMENWHOLEADEMPIRES
760K+ FOLLOWERS



@CLIPS
14.7M+ FOLLOWERS



@THEBILLIONAIRESCLUB
7M+ FOLLOWERS



@NOCAP
2M+ FOLLOWERS



@ADVICE
13.4M+ FOLLOWERS



@COUPLESNOTE
7.6M+ FOLLOWERS



@BLOWINGFACT
3.8M+ FOLLOWERS



@MALE
3.5M+ FOLLOWERS



@TWEETS
4.3M+ FOLLOWERS



@WOMENONTOPP
1.7M+ FOLLOWERS



@GOALS
2.2M+ FOLLOWERS

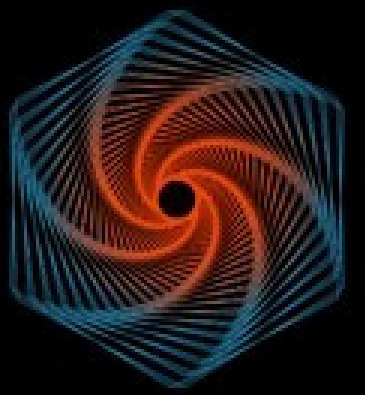
350M+
FOLLOWER
NETWORK

30+
NICHERS

1-5%
ENGAGEMENT
RATE

PURE

TECHNOLOGY



@KylieJenner
274M



@KevinHart
125M



@NickiMinaj
159M



@FloydMayweather
27.3M



@CardiB
111M



@6ix9ine
22.7M



@SnoopDogg
65.4M



@Future
17.9M



@JakePaul
17.5M



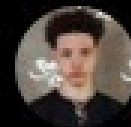
@Virginia
26.9M



@SmokePurpp
3.9M



@JamiLynnSpears
2.2M



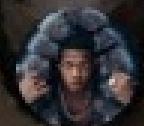
@LilMosey
4.5M



@ItsBobbyShmurda
5.6M



@Gusein.Gasanov
18.5M



@ykosiris
2.7M



@DaBaby
19.6M



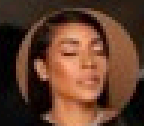
@Tyga
24.9M



@MiaKhalifa
25.4M



@AndressaSuita
15.1M



@KeyshiaCole
6.7M



@JordynWoods
12M



@DCYoungFly
11.3M



@RichForever
13.3M



@CinthiaCruz_
14M



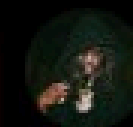
@DemiRose
17.9M



@NoahSchnapp
19.8M



@Lopez_Tony
5.7M



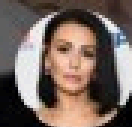
@ChieffKeeffSossa
6.8M



@Mikhail_Litvin
13.6M



@BhadBhabie
16.7M



@JWoww
7.6M



@TaylerHolder
6.6M



@LilBaby
17.3M



@Luara
13.4M



@Zo
11.2M



@LuvAnthony
4.4M



@LeLePons
45.8M



@AllyLotti
1.7M



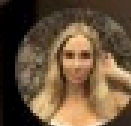
@Inanna
12.8M



@BellaThorne
24.7M



@LilDurk
11.3M



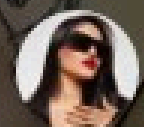
@AmandaEliselee
11.4M



@LilYachty
10.3M



@Kuz
4.9M



@Flay
6.7M



@LilPump
15.7M



@JasonDerulo
8.5M



@TrippieRedd
12.6M



@BlueFaceBleedem
6.5M



@CJ_socool
5.1M



@RichTheKid
8.1M



@TheNewClassic
11.3M



@NoLimitHerbo
6.9M



@PaulWesley
11.8M



n'nety1



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EDGEBOOST



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