







# Holiday Spirit for Brands. Turn Holiday Sweepstakes into an Annual Holiday Tradition

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The holidays are here! Brands everywhere are launching holiday sweepstakes in order to foster holiday spirit and customer loyalty. For some brands, sweepstakes and contest promotions during the holiday months are a special holiday tradition that companies have established with their fans and loyal customers.

This is why brands that run sweepstakes, contests, and raffles during the holidays tend to attract hundreds, even thousands of sweepstakes participants. Infact, a retail industry study found that the holiday season accounts for up to [30% of a brand's annual sales](#).

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