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The Best Sweepstakes Marketing Tweets From Brands in 2022

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The Best Sweepstakes Marketing Tweets From Brands in 2022

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Sweepstakes marketing [tweets](#) 2022 roundup? Yes, it's time! It's a new year and that means a chance to recognize the best sweepstakes marketing on [Twitter](#).

We've picked our favorite giveaway marketing [tweets](#) in 2022 that sparked conversations among fans, surprised us, and helped us feel connected to the conversation.

Best Of Tweet 2022 – Sweepstakes Marketing On Twitter.

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These brands demonstrated that they are ahead of the game by sending [Tweets](#) that marketers and fans alike just couldn't wait to reply to. Now let's look at the top sweepstakes marketing [tweets](#) 2022 from popular brands.

IN THIS ARTICLE:

- What are the top Twitter giveaways?
- What [sweepstakes prizes](#) do fans want to win?
- What is the highest giveaway tweets in Twitter?

CashApp [@CashApp](#)

It's the \$150,000 Cash App Giveaway. Follow [@cashapp](#) and QRT this with your \$cashtag to enter.

This giveaway is so big because it's full of secrets. [#CashAppPresents](#)
pic.twitter.com/DTqkCgegZI

— Cash App (@CashApp) [December 21, 2022](#)

[Cashapp](#) ran a sweepstakes with prizes totaling an [ARV](#) of \$450,000 via the [#CashAppPresents](#) hashtag. The campaign went viral. It featured popular celebrities such as Lindsay Lohan and attracted millions of views on Twitter. The campaign spanned Twitter, Tiktok, and Instagram where sweepstakes participants entered the promotion by replying to the brand.

The cash prize [sweepstakes prizes](#) were deposited into the sweepstakes winners' cash app accounts.

The best part about this giveaway? You never knew who would pop up next! ?

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NVIDIA GeForce [@NVIDIAGeForce](#)

The GeForce RTX Keycap... ?

We've got hundreds of these to give away as rewards to the GeForce community!

Want one?

?Retweet + Like this post for a chance to win. pic.twitter.com/Xz9LI6bRHs

— NVIDIA GeForce (@NVIDIAGeForce) [April 21, 2022](#)

[NVIDIA](#) delighted fans with a giveaway of it's newest gaming accessory, the [GeForce RTX Keycap](#). The giveaway was open to fans of GeForce gaming worldwide with fans encouraged to enter via their social channels on Twitter, Facebook, and Instagram.

The giveaway attracted thousands of fans and kicked off the launch of their new Community Portal helping to keep the conversation going regarding the giveaway and bringing gaming fans together in one place.

Congrats to the winners of this really cool keyboard swag! ?

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ColourPop Cosmetics [@ColourPopCo](#)

[#GIVEAWAY](#) All the lip colors you could ever want and more! ? THREE lucky winners will receive the Big Box of Lippie Stix AND the Big Box of Lippie Pencils. ??

HOW TO ENTER:

? Follow us!

? Like & RT

? Reply w/ ? pic.twitter.com/ubYyi3aIDg

— ColourPop Cosmetics (@ColourPopCo) [June 8, 2022](#)

[ColourPop Cosmetics](#) an award-winning, cruelty free affordable beauty brand gave fans a chance to win all of the lip colors that they could ever want. ColourPop Cosmetics [regularly runs giveaways](#) to get fans excited about their products. Sweepstakes winners received their products as prizes by entering to win via Twitter. The promotion attracted thousands of fans, Likes, Retweets, and Quote Tweets.

Perfect for fans looking for a new look with a pop of color! ?

Funko [@OriginalFunko](#)

RT and follow [@OriginalFunko](#) for the chance to WIN the [#NYCC](#) exclusive Dragonball Z: Goku (Ultra Instinct -Sign-) POP! [#Funko](#) [#FunkoPOP](#) [#Giveaway](#) [#NYCC2022](#) [#FunkoNYCC](#) [@NY_Comic_Con](#) [@dragonballz](#) [#anime](#) [pic.twitter.com/ZdfvHGHlei](#)

— Funko (@OriginalFunko) [October 5, 2022](#)

[FunkoPOP](#) knocked it out of the box (pun intended) in giveaway marketing in 2022. Everyone loves FunkoPOP so it was no surprise fans went crazy for a chance to win the iconic DragonBall Z Goku (Ultra Instinct -Sign-) POP. Fans flocked to the giveaway for a chance to win the NY Comic Con exclusive. ?

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MLB [@MLB](#)

Space City is here and we have a couple jerseys to give away!

Just RT and comment why you want one for a chance to win! ?
[pic.twitter.com/GZ6hsK9xb7](#)

— MLB (@MLB) [April 21, 2022](#)

[Major League Baseball](#) amazed fans with a Space City jersey giveaway that leveraged the trend of renewed interest in space travel in 2022. [Houston Astros “Space City” Nike City Connect jerseys](#) were given away to fans who entered to win via Twitter.

The Space City Houston Astros jersey pays homage Houston, Texas and it's significant contributions to space travel as the home of NASA. Local news station [KPRC Channel 2 Houston](#) celebrated the release of the Space City Jersey, with a giveaway as well.

Sports memorabilia is a great prize to show off on Twitter. This giveaway proved that by attracting thousands of fans and participants! ?

FINAL FANTASY XIV [@FF_XIV_EN](#)

?? ??

We're teaming up with Panasonic to give away 4 [#FFXIV](#) Wearable Immersive Gaming Speakers! ?

To enter:

1?? Follow [@FF_XIV_EN](#)

2?? RT this tweet

3?? Reply with [#FFXIVSpeakerSweepstakes](#)

For full terms and conditions, please see the [official rules](#) at <https://t.co/3k0SiQkqhlpic.twitter.com/UkHstyMmub>

— FINAL FANTASY XIV (@FF_XIV_EN) [April 4, 2022](#)

[Square Enix](#), the maker of the Final Fantasy XIV game, teamed up with [Panasonic](#) to [give away gaming speakers](#) to sweepstakes participants who entered via Twitter. Square Enix is best known for the Final Fantasy, Dragon Quest, Kingdom Hearts, and Star Ocean role-playing video game franchises. Panasonic is a manufacturer of consumer electronics equipment.

The prize, FFXIV Wearable Immersive Gaming Speaker System (\$250.00 ARV), was designed to help fans better engage with the gaming experience. The wearable neck speaker system is especially designed for gamers to deliver a next-level sound experience to enwrap players in the action.

The sweepstakes attracted thousands of fans and participants. On Twitter, many fans also appeared to be shopping for upgrades to their current gaming audio setup which made it a win for Panasonic! ?

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