



Run Dates: 8/1-9/30

Tactic: Social Media



Social Media post 1

Hey Fans! @tmobile and Rob Gronkowski are teaming up to give a multi-million dollar football field makeover to one deserving school. And it could be us! Learn more at FridayNight5GLights.com. #FN5GL #sweepstakes

Social Media post 2

Hey Fans! We could win a massive home-field makeover thanks to @tmobile and you can help boost our school's chance to win. Learn how at FridayNight5GLights.com. #FN5GL #sweepstakes