



## Greased Lightning® turns to Tailfin to launch viral promotion.

Those other companies can have their luxury box suites and Bowl Game sponsorships. Greased Lightning wants dibs on the soapbox derby or doggie tea party. With the launch of [wesponsoranything.com](http://wesponsoranything.com), Greased Lightning, the multipurpose cleaner and degreaser that cleans when others can't, also sponsors what others can't. The promotion, developed and executed by Tailfin, worked like this:

1. Visit [www.wesponsoranything.com](http://www.wesponsoranything.com) and explain why your event deserves a Greased Lightning sponsorship.
2. If your event is selected, you receive a Greased Lightning party kit with all the makings of a great event, such as temporary tattoos, foam lightning bolts and squirt guns.
3. Make a video of all the fun you and your friends are having at your event and upload it to the website.
4. Tell everyone you know to vote for your video on [www.wesponsoranything.com](http://www.wesponsoranything.com). The event with the most votes wins \$5,000.



“Every day across this fine country of ours, people are hosting events important to them - poker night, backyard Olympics and rock-paper-scissor tournaments - all without proper sponsorship. It didn't seem right to us, so we have decided to spread the sponsor love,” says Helmut Baker of Greased Lightning. (Not to mention, capitalize on a great opportunity to grow our contact database and introduce our product to a younger market...).

And the Spread the love we did... with the Tailfin team leading the charge as contest administrators. Several unique shindigs caught the judges' eyes. Entries like Checker's First Birthday-a cat's birthday party in Las Vegas, a Hotdog Eating Contest and a Belly Dancing Soirée to name a few. But in the end, it was a flag football game between parents and teens that reined victorious.

While the contest is now closed, you can view the winner and all top entries at [www.wesponsoranything.com](http://www.wesponsoranything.com)

