



Historic Downtown Albany

Saturday, May 5th, 2007

9am-6pm

Antique Appraisal Sponsorship

1. Type: Event Tie In for Antique Retailers to the Antique Appraisal Show Featuring Gary Germer. The Appraisals will take place from Noon to 4:00pm in the Flinn Building. There will be no charge for appraisals.
2. Number of this type of sponsorships available: Space Available
3. Radio Impact.
 - 3.1. Prior to the event: 1,176 total event announcements will air (588 announcements on 1580 KGAL and 588 on 920 KSHO) promoting this event.
 - 3.2. KGAL/KSHO: Day long Broadcasts
 - 3.2.1. 10:00 - 11:00 am: Broadcast of Real Estate Talk on KGAL
 - 3.2.2. 9:00 – 10:00 am: & 11:00 – Noon: Drop ins on KSHO and KGAL
 - 3.3. Noon - 4pm: Antique Appraisal Show Broadcast (drop ins on both stations) featuring Gary Germer.
4. Print Impact
 - 4.1. Press Releases: To bring awareness of event and drive traffic
 - 4.2. Print Ads: Your business will be noted as one of the entertainment venues. Newspaper Print Ad Campaign (Democrat Herald- - Lebanon Express - Gazette Times) starting 10 days prior to event.
 - 4.3. The Democrat Herald will be producing a special Family Living Expo in “Historic Downtown Albany” section of the paper on Thursday, May 3rd prior to this event. This special publication will have event sponsors, entertainment times and locations, contest locations, other Family Living Expo Events, such as the Antique Appraisal Show and the Broadcast of KGAL’s Real Estate Talk.
 - 4.4. Event Printing: The event will noted as one of the Appraisal Show Sponsors.
5. Web Impact “ Your business will be noted as one of the contest sponsors. Name and Logo and “also brought to you by” will appear on web sites.

5.1. Event listings, logos, sponsors, will remain on KGAL.COM and KSHO.NET till further notice. This means you will have potential customer impressions years after this event is over. Print Ads: See the section Marketing Event. Your business will be noted as one of the entertainment venues.

6. Cost: \$125.00

7. Terms: Billable 3/31/2007. Payment due in full 4/15/2007.

8. Agreement