



Historic Downtown Albany
Saturday, May 5th, 2007
9am-6pm

Gold Sponsorships

1. Type: Gold "Brought to you in part by" sponsorship
2. Number of this type of sponsorships available: 4
3. Event Presence: 10 x 10 foot booth space (at any of the vendor booth locations)
4. Radio Impact:

In the on air promotional announcements that will air on NewsTalk 1580 KGAL and 920 KSHO there will be the Gold Sponsorships Names (up to 4) rotated within the copy. The copy will note: "also brought to you by *name of your business*".

We will have an 8-week radio campaign with increasing frequency as the event approaches.

- 4.1. Weeks 1-2 (42 event promotional announcements per week minimum per station)
 - 4.2. Weeks 3-4 (56 event promotional announcements per week minimum per station)
 - 4.3. Weeks 5-6 (70 event promotional announcements per week per station)
 - 4.4. Week 7 [Week before event] (84 event promotional announcements per week minimum per station)
 - 4.5. Week 8 [Week up to event] (168 event promotional announcements per week minimum per station)
 - 4.6. 1,176 total event announcements will air (588 announcements on 1580 KGAL and 588 on 920 KSHO). That is a **minimum of 294 name mentions** per Gold Sponsorship (if signed by time promotional announcements start on 3/12)
5. Print Impact
 - 5.1. Press Releases: Name, logo and "also brought to you by" will be noted all press releases
 - 5.2. Print Ads: Name, logo and "also brought to you by" will be noted in print ads.
 - 5.2.1. Newspaper Print Ad Campaign (Democrat Herald- - Lebanon Express - Gazette Times) starting 10 days prior to event.



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Gold Sponsorship (Continued)

- 5.2.2. 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.

- 5.3. Event Printing: Name, logo and "also brought to you by" will appear on all maps/ contest rules, signup's and signage.

6. Web Impact
 - 6.1. Name and Logo will and "also brought to you by" will appear on our web sites www.kgal.com and www.ksho.net.
 - 6.2. Signage Impact: Name and Logo and "also brought to you by" will appear on specific signage provide by KGAL/KSHO.
 - 6.3. 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.

7. Cost: \$500.00
 - 7.1. Terms: Payment in full by 5/1/2007.
 - 7.2. We will bill 3/31/2007 with payment in full due before event

8. Agreement