



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

Name Sponsorship

1. Type: Name Sponsorship.
 - 1.1. For example: The 2006 event names: "SELCO KGAL/KSHO Family Living Expo" and the "Alterra KSHO Mature Living Expo".
2. Number of this type of sponsorships available:
 - 2.1. One, this is an exclusive one of a kind sponsorship. This puts the name of your business first, tying your name and image to a successful, family friendly, upscale event at cost effective rate.
3. Timeliness: As soon as an agreement is reached it is "Your Event". All on air announcements, content on web sites (plus your logo), sales and marketing materials (logo), press releases will have the Name Sponsor (name of your business) noted and logo.
4. Event Presence: 10 x 10 foot booth space (at any of the vendor booth locations)
5. Radio Impact.
 - 5.1. We will have an 8-week radio campaign with increasing frequency as the event approaches.
 - 5.1.1. Weeks 1-2 (42 name mentions per week minimum per station)
 - 5.1.2. Weeks 3-4 (56 name mentions per week minimum per station)
 - 5.1.3. Weeks 5-6 (70 name mentions per week minimum per station)
 - 5.1.4. Week 7 [Week before event] (84 name mentions per week minimum per station)
 - 5.1.5. Week 8[(week up to event] (168 name mentions per week minimum per station)
 - 5.1.6. 1,176 TOTAL minimum name mentions on air.
 - 5.1.6.1. 588 announcements on 1580 KGAL and 588 name mention announcements on 920 KSHO



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Name Sponsorship (Continued)

6. Print Impact

- 6.1. Press Releases: Name, logo and sponsorship of event will be noted all press releases. As a media Partner
- 6.2. Print Ads: Name (i.e. from 2006: SELCO Family Living Expo) and Logo will appear on all print ads (see Event Outline Section 5) for Marketing of Event.
- 6.3. Event Printing: Name (i.e. from 2006: SELCO Family Living Expo) and Logo will appear on all maps/ contest rules, signup's and signage.
- 6.4. Democrat Herald- - Lebanon Express - Gazette Times Print Ad Campaign starting 10 days prior to event.
- 6.5. 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.

7. Web Impact

- 7.1. Name (i.e. from 2006: SELCO Family Living Expo) and Logo will appear on all notations and links on our web sites www.kgal.com and www.ksho.net .
- 7.2. Name and Logo on all of the 2007 Family Living Expo Web Pages including the picture web pages, event line up and vendor line up web pages at www.kgal.com
- 7.3. 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.

8. Signage Impact: Name and Logo on all of the 2007 Family Living Expo Signage provide by KGAL/KSHO.

9. Cost: \$1000.00 cash.

10. Terms:

- 10.1. Payment in full by day before event, 5/4/2007.
- 10.2. We will bill 3/31/2007 with payment in full due before event
- 10.3. Balance can be paid in three installments due: 3/5, 4/5 and 5/4/2007.

11. Agreement