



Historic Downtown Albany

Saturday, May 5th, 2007

9am-6pm

Event Tie In for Retailers (Contest, Radio Ad Campaign, Web)

1. Type: Event Tie In for Retailers
2. Number of this type of sponsorships available: Space Available
3. Contest: Retailer will provide prize. We will provide sign up box and signage. Contest designed to increase traffic from business to business. Contest Entry will be done on location day of event only.
4. Radio Impact.
 - 4.1. 1,176 total event announcements will air (588 announcements on 1580 KGAL and 588 on 920 KSHO) promoting this event. Part of announcements will promote your participation in contest and retailer specials.
 - 4.2. Retailer will receive 24 30-second radio commercials to run prior to event promoting the event, contest, and retail description (product, location, hours). These are prime time radio ads and will air between 6am and 7pm, split between KGAL and KSHO.
5. Print Impact
 - 5.1. Press Releases: To bring awareness of event and drive traffic
 - 5.2. Print Ads:
 - 5.2.1. 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.
 - 5.3. 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.



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- 5.3.1. Retailer will have option to opt into Democrat Herald coupon ad package, which we will cross promote in radio ads.
6. 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.
 - 6.1. 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.
7. Cost: \$300.00 + \$50.00 minimum prize (we determine value and acceptance)
8. Terms: Billable 3/31/2007. Payment due in full 5/1/2007.
9. Agreement