



Historic Downtown Albany

Saturday, May 5th, 2007

9am-6pm

Retail Event Package

1. Type: Event Tie In for Retailers
2. Number of this type of sponsorships available: Space Available
3. Retailer will provide \$50.00 minimum prize.
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. Within these announcements you will be one of the merchants mentioned as an event participate and contest entry point.
5. Print Impact
 - 5.1. Press Releases: To bring awareness of event and drive traffic
 - 5.2. 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.
 - 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.
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: \$125.00 + \$50.00 prize

8. Terms: Billable 3/31/2007. Payment due in full 5/1/2007.

9. Agreement