



Gold Star Teacher Presenting Sponsor Spring 2017

2211 RIMLAND DRIVE #116
BELLINGHAM, WA 98226
360.922.6222 | F.360.922.6241
PRAISE1065.COM

PRAISE 106.5 and you invite listeners to nominate their favorite K-8 Gold Star Teacher for the Spring 2017! Together, we'd like to honor and recognize local teachers for their hard work and dedication to students with the PRAISE 106.5 Gold Star Teacher program.

How it works:

Starting February 18, PRAISE listeners can nominate their favorite local K-8 teacher on PRAISE1065.com. PRAISE will select and recognize one teacher per week on-air; 10 total awards to teachers from Whatcom or Skagit counties, and lower British Columbia. Award period runs March 4th – May 12th.

PRAISE will also make a special visit to the teacher's class to surprise the teacher and celebrate with students. Students and all PRAISE listeners will be invited to tune in Fridays to the Morning Show to hear the weekly winning teacher announcement. The audio announcements honoring each teacher will air for one week and also be available online at PRAISE1065.com.

As the PRESENTING SPONSOR, CLIENT Name will receive:

On-Air Exposure

- 150x :30 promos including CLIENT NAME mention as presenting sponsor
- 60 LIVE DJ mentions with CLIENT NAME mention as presenting sponsor
- 10 LIVE Weekly Winner announcements with CLIENT NAME mention as presenting sponsor

Digital Exposure throughout the campaign, Feb. 18 – May 12, 2017

- Name included in homepage rotator text overlay for 12 weeks
- Logo/Link included on Gold Star Teacher Feature Page
- Included in 2 eblasts sent out to 19,000 PRAISE Family members
- Included in 6 Facebook posts with NAME mention as presenting sponsor to 68,000+ FB followers
- Included on mobile app promo banner
- Digital display ad with 25,000 impressions (Throughout Mar - May)

Other Exposure:

- CLIENT can provide coupons or flyers in Student Goodie Bags to go home to parents (30/visit – 300 total)
- Client invited to accompany PRAISE 106.5 Promotions Team to deliver teacher awards and goodie bags to the students.

CLIENT Name will provide:

- \$6,000 Investment on PRAISE 106.5 (Feb - May)
- 10 Teacher Awards, valued at minimum of \$100 each
 - OR - \$1,000 investment to PRAISE to purchase Teacher awards
- Logo/Link to be used for digital materials

Signature

Date

NAME, TITLE
EMAIL@EMAIL.COM
FAX OR PHONE



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Nuts & Bolts

DO NOT DISTRIBUTE THIS PAGE TO THE CLIENT

Client Investment

- \$4,250 Spot Bank & Spot +
- \$150 – 1x eblast (one sales, the other is promotional inventory)
- \$400 – 1x social media post (one sales, the other 5 are promotional inventory)
- \$1,200 – Digital display ad, 3 months, 300 x 250 Med Rectangle

If your client would like to provide hard cost instead of prizes, build in:
\$1,000 hard cost and increase total investment to \$7,000

Presenting Sponsor limited to one client

Who Does What?

Promotions does:

- :30 Promos
- Liners
- Live DJ mentions
- 1 eblast
- 5x Facebook posts

AE submits:

- Ad schedule (including Spot +)
- 1x eblast
- Digital order for Med. Rectangle ad
- 1x Facebook post

