



What Is 'The Drive-Thru Difference'?

SPIRIT 105.9 station listeners are encouraged to “Pay-it-forward” at area drive-thru locations. This campaign is promoted LIVE on-air through recorded on-air promos, and on the SPIRIT 105.9 station website. The above letter is promoted, posted and can be downloaded from our website to be handed to the drive-thru attendant to pay for the car next in line! The letter is then handed to the car with their order receipt as paid in full by. Such a small act of kindness is bringing tremendous joy and surprise to all.

How It Works – The Letter

Hello,

You don't know me but I just paid for your order because of something I heard on Austin's SPIRIT 105.9 FM. They're encouraging people to make a positive impact in the lives of others through the “Drive-Thru Difference.” I hope I made a positive difference in your life today!

If the “Drive-Thru Difference” impacted you, the SPIRIT 105.9 team would love to hear all about it. You can leave them a message at 512-327-1059 or at comments@spirit1059.com, and they may even play it back on the air!

Have a great day! The person in the car in front of you!

13-Week Sponsorship Includes:

- Recorded promos
- DJ mentions
- Linkable logo on spirit1059.com
- E-blasts
- Facebook and Twitter postings

Customized digital sponsor schedule to be arranged with a SPIRIT 105.9 Account Executive.