



## PIXEL THIS!™ Daily Prize Sponsor

PRAISE has an exciting new game that has quickly become one of PRAISE's most popular features. The game includes both on-air and digital content. PRAISE listeners try to guess a common, everyday item from a pixelated image online. Images are hosted on praise1065.com with only a few 'pixels' of the image revealed each weekday as clues. Every weekday in the PRAISE Morning Show, listeners have the opportunity to call in; only one daily caller has an opportunity to guess.

To excite and encourage people to call in, each person that guesses incorrectly will receive a small daily prize. **PRAISE has an opportunity for sponsors to provide these daily prizes**, and promote their business as part of this contest!

### Timing and Exposure:

- Each new game will start 2 business days following the end of the previous game.
- The sponsorship package is based on 3 weeks of on-air and digital exposure.
- If the game lasts longer than 3 weeks, **CLIENT** receives the continued on-air and web exposure with no additional advertising investment! Your sponsorship will continue until the current game is over and the item is correctly guessed!
- If the game ends sooner than 3 weeks, the unsatisfied promotional values would be transferred to spot bank or digital advertising credit in like amounts.

### **DAILY PRIZE SPONSOR RECEIVES:**

- 36x LIVE DJ Mentions, with name and prize mention (all day parts);
- 15x Live contest announcements with name and prize mention;
- **CLIENT** NAME, photo or logo, and link featured in Contest Page at PRAISE1065.com, plus recap on PRAISE Contest menu page;

### **CLIENT PROVIDES**

- **\$750 Advertising Schedule** - combination of on-air and digital; scheduled to run within 2 months of the start of sponsored *Pixel This!* game.
- (20) Certificates or Gift Cards, valued at \$25
- Or, **CLIENT** provides \$500 cash for PRAISE to purchase daily prizes
- Logo and Link for PRAISE106.5 website

### **Total Investment**

- \$750 and (20) prizes valued at \$25 or more; – OR –
- \$1,250

NAME, TITLE

[EMAIL@EMAIL.COM](mailto:EMAIL@EMAIL.COM)

FAX OR PHONE