

SPIRIT Mob

SPIRIT Listeners Want to Patronize Christian Establishments - Let's tell them about your business!

SPIRIT 105.3 listeners are always asking what Christian businesses they might be able to patronize. Now, we are giving them an opportunity to come along side us and SPIRIT Mob your retail location! This SPIRIT event will include a complete on-site set up, promotional crew and lots of fun & excitement!



What is a SPIRIT Mob?

A group of SPIRIT 105.3 listeners meeting at a Christian establishment at a specific time, and spending a minimum of \$15 per person. It's an opportunity for SPIRIT to highlight your business and drive traffic to your retail location. In addition, it's providing SPIRIT listeners a new business they trust and can return to.

Below is an outline of the promotional exposure your business will receive during the SPIRIT Mob of the Week!

On-Air Exposure

- Insert schedule. **Value: \$2,500**
 - 25 :30 commercials 6a-8p in the 2 days leading up to your SPIRIT mob
 - Example: If your event is on a Wed, 10x commercials to run Monday, 10x commercials to run Tuesday and 5x commercials to run Wednesday of event.
- **21x LIVE** mentions the week leading up to **Client Name SPIRIT Mob** in all day parts **Value: \$5,250**
- **2x** :30 phoners from SPIRIT Mob inviting listeners to join us **Value: \$500 (TBD with programming)**

Online Exposure

- 2 weeks of promotion on www.spirit1053.com **Value: \$1,000**
- Inclusion in the "SPIRIT Events" section on the SPIRIT Eblast sent to 22,000+ SPIRIT Family Members **Value: \$300**
- Facebook Push. **Value: \$1,400**

Mobile Exposure

- Listing on Mobile app for 2 weeks prior to event, including directions and logo **Value: \$1,000**

Onsite Exposure

- SPIRIT will be onsite for 2 full hours during SPIRIT Mob
- SPIRIT will provide listeners "SPIRIT Mob" stickers at event

Client Name will Provide:

- \$500 Appearance Fee
- \$3,250 Investment for advertising schedule and digital elements
- Merchandise or Gift Certificates for Giveaways at the Remote (*\$50 gift certificate for example*)

Total Promotional Value \$11,950+