



PIXEL THIS!TM

Getaway Sponsor

1843 Front Street
Lynden, WA 98264

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.

Thank you gift: each person who guesses *incorrectly* will receive a small daily prize.

Grand Prize: when the picture is correctly guessed, the **winner will receive a Weekend Getaway for 4 people!**

Timing and Exposure:

- Each new game will start 2 business days following a correctly solved puzzle.
- 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.

Weekend Getaway/Grand Prize Sponsor receives (for each game period sponsored):

- 60x :30 recorded promotional announcements with name and prize mention;
- 36x LIVE DJ Mentions, with name and prize mention (all day parts);
- 15x Live contest announcements with name and prize mention;
- Name in text overlay of 610X235 homepage rotator on PRAISE1065.com,
- [CLIENT NAME], logo and link on Contest Page at PRAISE1065.com, plus recap on PRAISE Contest menu page;
- [CLIENT] name and link in 2x PRAISE eBlast newsletters to 19,000+ PRAISE family members;
- [CLIENT] name in the PRAISE Mobile App promotional banner;
- Client Name in 3 posts to PRAISE 29,000+ Facebook followers, 1 per week;

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NAME, TITLE

EMAIL@EMAIL.COM

FAX OR PHONE

[CLIENT] will provide:

- **\$3,000 Advertising Schedule;** combination of on-air and digital; scheduled to run within 2 months of the start of **CLIENT's Pixel This!** game.
- **One Weekend Getaway package, or \$750 for PRAISE to purchase package**
 - 2-night stay for 4 people (possibly 2 rooms, depending on room size and party)
 - **Gift card or onsite credit for 2 lunches or dinners, for 4 people**
 - Any standard resort inclusions and activities should be extended to winner, like: complimentary breakfast, evening reception, free parking, use of pools, spas or other facilities
- Logo and Link for PRAISE1065.com
- Tag line and photos or images to highlight on PRAISE1065.com

Total Investment:

- \$3,750 – OR –
- \$3,000 and Getaway package for 4 people, as described above