



Gold Star Teacher Co-Sponsor Opportunity 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 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 A CO-SPONSOR, you will receive:

On-Air Exposure

- 50x :30 promos including NAME mention
- 20 LIVE DJ mentions with NAME mention
- 10 LIVE Weekly Winner announcements with NAME mention

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

- Home Page Rotator image, driving traffic to Gold Star Teacher Feature Page
- Logo/Link included on Gold Star Teacher Feature Page
- Client name/link Included in 1 Eblast sent out to 19,000+ PRAISE Family members
- Included in 1 Facebook post with NAME mention as co-sponsor – to 68,000+ FB followers
- Display ad with 25,000 impressions (to run one month during Mar - May)

Optional 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] provides:

- \$3,500 Investment with PRAISE 106.5 (March - May)
- 10 sets of trinkets/giveaways for Student Goodie Bags (300 total)
 - Or - \$750 investment to PRAISE to purchase student "goodie bag" items

Signature

Date



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Nuts & Bolts

DO NOT DISTRIBUTE THIS PAGE TO THE CLIENT

- \$3,100 Spot Bank, including Spot+
- \$400 digital display ad – one month, 300 x 250 Med Rectangle

**If your client would like to provide hard cost instead of prizes, build in:
\$750 hard cost and increase total investment to \$4,500

Up to 3 Co-Sponsor Clients Available

Who Does What?

Promotions does:

- :30 Promos
- Liners
- Live DJ mentions
- Eblast
- Facebook post

AE submits:

- Ad schedule (including Spot +)
- Digital order for Med. Rectangle ad

