



# Wild Country 99 CMA Party 2016



**Promotion:** Wild Country 99 CMA Party 2016

**Times & Dates:** Country Music Association Awards – November 2, 2016  
Promos: September 12, 2016 – November 2, 2016

**Presenting Sponsor:** YOU!

## Concept:

**“The 50th Annual CMA Awards”** Airs Live Wednesday November 2, 2016 on the ABC Television Network Wild Country 99 provides 1,500 listeners with a night of fun and entertainment. Wednesday, November 2, 2016 the 50th Annual CMA Awards will air live from Nashville. Wild Country 99 will put on their own party for listeners to enjoy watching the CMA Awards live, on large screens and with many friends, all thanks to YOU. This year the Wild Country 99 CMA Party will, again be at the River's Edge Convention Center.

## Execution:

The cost to attend is FREE! Listeners must have a ticket to get in and can only get their tickets at official ticket drops or by winning their tickets on air! YOUR Location will be the first place anyone can get tickets, with the first ticket drop on September 24<sup>th</sup>.

Wild Country 99 personalities will host the awards at the River's Edge Convention Center. This is a chance for listeners to feel they are part of the show by enjoying themselves like the stars. Wild Country 99 and many participating sponsors will be giving away prizes throughout the event! This is the 16th annual event that Wild Country 99 would like to partner with YOU!

## WILD Country 99's Responsibility to Platinum Sponsor:

- Minimum of 50 pre-recorded promos per week with YOU as a title sponsor
- Minimum of 30 live mentions per week
- On all Banners/Placemats at CMA Party
- Web site exposure
- Ticket giveaway at your business for the 1<sup>st</sup> 700 people on September 24<sup>th</sup>, 2016
- E-Blast to WILD Country 99 members
- Exclusive presenting sponsorship

**Total Gross Promotional Value: \$XX,XXX**

## Presenting Sponsor's Responsibility:

- GRAND PRIZE vehicle– minimum value: \$10,000
- Provide \$XXX gross cash promotional investment

*This station does not discriminate in the sale of advertising time and will not accept advertising which is placed with intent to discriminate on the basis of race or ethnicity.*