

Wild Country 99

CMA PARTY

ticket tour 2016



Promotion: Wild Country 99 CMA Party Ticket Tour 2016

Date: October 2016

The Concept:

"The 50th Annual CMA Awards" Airs Live Wednesday November 2, 2016 on the ABC Television Network
Wild Country 99 provides 1500 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. This year the Wild Country 99 CMA Party will 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. Listeners can also win their tickets on air! 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 continue for many years, and would love for you to be a part of it all by being one of the ticket tour stops!

There are 4 ticket tour stops available and 30 tickets will be given away at each stop. In years past we have had people lining up the night before our ticket giveaways waiting for the doors to open! Available Ticket drop dates: October 1st, 8th, 15th, 22nd.

Wild Country 99 Responsibility:

- 2 hour live remote
- 30 CMA party tickets to be given away at your ticket drop location
- Minimum of 30 promos the week leading up to your event
- E-Blast
- Website exposure

Total Promotional Value: \$x,xxx

Client Responsibility:

\$xxx promotional fee