



Wild Country 99 CMA Party 2016



Promotion: Wild Country 99 CMA Party 2016

Times: Country Music Association Awards – November 2, 2016
September 12, 2016 – November 2, 2016

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!

Gold Sponsor – 8-10 Gold sponsors Available – Minimum \$1,000 Prize Value + \$xxx cash investment

- Minimum of 25 pre-recorded promos per week
- Minimum of 30 live mentions per week
- On all Banners/Placemats at CMA Party
- Website exposure
- On stage giveaway at event
- 8 Sponsor tickets (Sponsor tickets are not eligible to win prizes)

Total Promotional Value: \$xx,xxx

Silver Sponsor – 10 Silver Sponsors Available– Minimum of \$500 Prize Value + \$xxx cash investment

- Minimum of 20 live mentions per week
- Placemat exposure at CMA Party
- On stage giveaway at event
- 4 Sponsor tickets (Sponsor tickets are not eligible to win prizes)

Total Promotional Value: \$x,xxx

Bronze Sponsor – Minimum of \$200 Prize Value + \$xxx cash investment

- Mentions at event only
- Placemat logo exposure
- 2 Sponsor tickets (Sponsor tickets are not eligible to win prizes)

Total Promotional Value: \$x,xxx

Package: (Circle one)	Gold	Silver	Bronze
------------------------------	-------------	---------------	---------------

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.
file:///L:/Company/SALES/Sales%20Tools/Promotions/KZPK/CMA%20Party/CMA%202016/CMA%20tiered%20one%20sheet%202016.doc