



Christmas
Wish 5k

Account Executive
WNOR FM99
Tidewater Communications, LLC
Date



Christmas Wish 5k



Date: November 15, 2014

Time: TBD

Where: Virginia Beach Oceanfront, 24th St. Park

- ❖ Presenting Sponsor:
- ❖ T-Shirt Sponsor:
- ❖ Vendor Sponsor:
- ❖ Prize Sponsor:

*Closed categories: alcohol, automobile, running companies, radio stations, vapor establishments

Name of Business: _____

Authorized Signature: _____ Date: _____

Start Date: _____ End Date: _____

Saga Communications, Inc., through its subsidiary, Tidewater Communications, LLC and Station(s) WNOR/WAFX/WJOI prohibits all forms of discrimination in advertising contracts. We do not, and shall not discriminate on the basis of race, ethnicity or gender regarding advertising practices. Advertising agency warrants, where applicable, that all radio commercials provided to the station(s) are properly licensed to be broadcast on radio station(s) and its internet stream.



Christmas Wish 5k



FM99's Christmas Wish has been a tradition for over 25 years. On November 15th, FM99 and Mettle Events will be hosting the Christmas Wish 5k at the Virginia Beach Oceanfront to benefit FM99's Christmas Wish fund. Registrants can take part in a 5k or a 1 mile Fun Run along the Virginia Beach boardwalk. This highly anticipated race will raise money to help those in need this holiday season. SPONSOR will gain large amounts of exposure on-air, online and on-site while simultaneously bringing attention to a worthy cause.

SPONSOR will receive:

- ❖ Inclusion in all promotional announcements as Presenting Sponsor
- ❖ Prominent web exposure with hyperlink and logo on FM99.COM
- ❖ Inclusion in Christmas Wish 5k graphic
- ❖ Inclusion in Social Media promoting the Christmas Wish 5k
- ❖ Inclusion in E-blasts promoting the Christmas Wish 5k
- ❖ Logo inclusion in Christmas Wish 5k t-shirt
- ❖ Opportunity for lead generation based on database of participants that opt-in during registration
- ❖ Opportunity to be on-site at race after-party (tent, tables, chairs)

SPONSOR will provide:

- ❖ High-resolution logo
- ❖ Certificate of Insurance if on-site

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SPONSOR will receive:

- ❖ Inclusion in promotional announcements
- ❖ Web exposure on FM99.COM with hyperlink and logo
- ❖ Logo inclusion on Christmas Wish 5k t-shirt
- ❖ Opportunity for lead generation based on database of participants that opt-in during registration

SPONSOR will provide:

- ❖ High-resolution logo

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SPONSOR will receive:

- ❖ Inclusion in promotional announcements
- ❖ Web exposure on FM99.COM with hyperlink and logo
- ❖ Opportunity for banner display
- ❖ Opportunity for couponing and advertising on-site
- ❖ Tent, table, chairs for vendor set-up
- ❖ Opportunity for lead generation based on database of participants that opt-in during registration

SPONSOR will provide:

- ❖ Certificate of Insurance

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- ❖ Web exposure on FM99.COM with hyperlink and logo
- ❖ Opportunity for lead generation based on database of participants that opt-in during registration

SPONSOR will provide:

- ❖ Prize(s) awarded to a race participant

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