

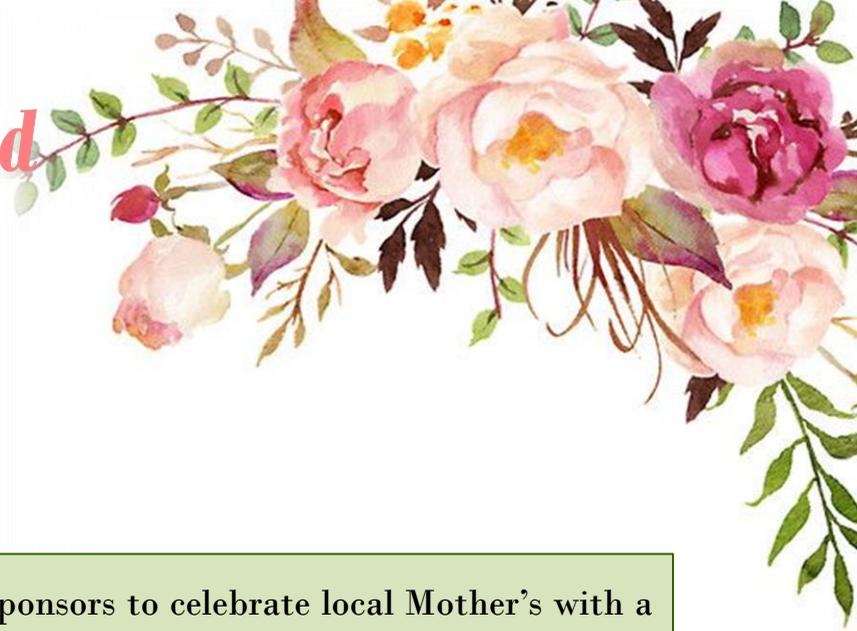


# *Lotus Radio Bakersfield*

*Presents*

## *“Mother’s Day Gala”*

*Event Sponsorship Proposal*



Lotus Radio Bakersfield joined together with several client sponsors to celebrate local Mother’s with a special *Gala* held on the traditional Mexican Mother’s Day - May 10<sup>th</sup>.

Over a 3-week period, listeners were directed on-air and through social media to several sponsor locations where they were able to register to win a pair of tickets to the *Gala*- a special evening hosted by our stations and sponsors to honor the winning mother’s.

5 winners were selected from each sponsor registration that were able to bring their mother to the Gala and enjoy dinner, drinks, live music and dancing and the chance to win several raffle prizes.

Sponsors all received a pair of tickets to the Gala as well and were seated at a table with the winners drawn from the registration box at their location.



junkyard



# *Lotus Radio Bakersfield*

## *“Mother’s Day Gala”*

### *Client Objectives*

- Feel good promotion that specifically targeted Women and Families
- Directed foot traffic to business locations for “Register to Win”
- Brand and Name Recognition through on-air mentions and spots
- Put sponsors in direct contact with customers to help them develop and cultivate long-term relationships





# *Lotus Radio Bakersfield* *“Mother’s Day Gala”*

## *Campaign Details*



10 Sponsorships Available

3 Week Promotion Included the following for each sponsor:

- 120 commercials (30 per station), Mon-Sun 5a-12a, available flight months March - May
- 400 minimum shared promotional announcements (100 per station)
- 300 minimum shared live promotional announcements (75 per station)
- Signage at Mother’s Day Gala Venue and Table Tent on Sponsor Table
- Stage Mentions
- Logo Inclusion in station websites
- Inclusion on weekly Social Media postings (2 per week on each station FB and Twitter Page)
- Two event tickets for your use, includes dinner for two at sponsor table

**Investment: \$3,500 per Sponsor**





# *Lotus Radio Bakersfield* *“Mother’s Day Gala”*

## *Results*



- Each sponsor received over 50 entries to win over the course of the campaign.
- Listeners and Sponsors all enjoyed the evening.
- Station received commitments from 7 of 10 sponsors for next year and lots of positive feedback on social media from winners.

