



Integrated Sales Plan: Wild Country Cash Machine

Leighton
broadcasting

A Marketing Company

**KELLI
FRIELER**

Marketing Components

- On-air Campaign
- Billboards
- Live Broadcast
- Facebook posts and Facebook Live
- Digital banner and on-line contest page

Our Mission

To Serve
Connect
& Celebrate

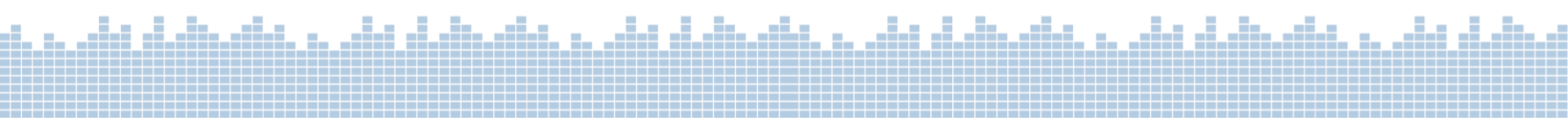
Our Community

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Components of the Campaign

- Cash Machine Title Sponsor
 - Billboards, on-air contest, digital banner ads, Facebook, listener e-blasts
- Cash Stops
 - live remote, Facebook live, on-air contest, webpage inclusion



- Create an engaging promotion for listeners, Lutgens, the title sponsor, wanted to use the promotion to generate top of mind during the beginning of their busy season. They enjoy multiple types of radio and crave more than just ads
 - Eich Motor, the cash stop sponsor, wanted to drive traffic to their location with the use of live broadcasts and listener engagement at the events
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Cash Machine Title Sponsor

Concept:

Wild Country 99 will be giving away “thousands” of dollars with the WILD Country Cash Machine! Look in your wallet or purse, do you have a dollar bill? Does it have “99” in the serial number? If so you’re going to GET PAID...up to \$5,000 cash!

Execution:

Five times each weekday, at 7am, 10am, 1pm, 4pm and 7pm we’ll call out a portion of a serial number with “99” in it.

If the sequence of numbers, we call out, matches what you have on your dollar bill, call us and WIN! The more numbers you match, the bigger the cash prize.

Example: “99” in serial number = \$50 cash...”992 in serial number = \$100 cash...”49925” in serial number = \$250 cash...”D993365” (pre-registered serial number at wildcountry99.com) = \$500

Plus, we’ll drop a specific dollar bill in a public location that’ll be worth \$5,000 cash! Find it and WIN 5,000 cash INSTANTLY!

Cash Machine Title Sponsor cont.

Wild Country 99 Responsibility:

- A minimum of 500 recorded promos
- A minimum of 250 live mentions
- Main page website exposure on the Wild Country main page
- Logo inclusion on KZPK “Cash Machine” billboards
- Inclusion in a minimum of 2 Wild Country e-mail blasts
- Social Media exposure on the Wild Country Facebook page which includes:
 - Inclusion in the \$5,000 grand prize viral video
 - A minimum of 5 interactive social media posts per week
 - Inclusion in the events section of our Facebook page
 - A Facebook live video each week building hype and awareness

Total Promotional Value: \$44,688

Lutgen Responsibility:

- \$7,000 cash for contesting
 - Includes: 80 :30 ad bank to be used April/May 2017 at best pricing discount
- Please provide a high resolution logos and brand messaging for website and viral video/social media use

Wild Country Cash Stop Detail

Concept:

Wild Country 99 will invite listeners to **“YOUR BUSINESS”** for a live broadcast as we give away **“WINNING DOLLAR BILLS.**

Execution:

Wild Country 99 will show up at your place of business for a live broadcast.

We'll invite listeners to show up to win dollar bills every 5 minutes.

Then, on May 1st, at 7:10am, we'll pick one specific dollar bill from the ones distributed, at the live broadcasts, and make it worth \$1,000!

How? We'll read a specific serial number on-air, and if the person who has that specific dollar bill calls us back (within 9 minutes and 9 seconds) at 656-WILD, they'll win \$1,000 cash!

Wild Country Cash Stop Detail cont.

Wild Country 99 Responsibility:

- 50 “winning” dollar bills with “99” in the serial number
- A minimum of 50 recorded mentions leading up to your remote (based on 5-day advance notice/10 per day)
- A minimum of 50 live mentions leading up to your remote (based on 5-day advance notice/10 per day)
- Back page website exposure on the WildCountry99.com
- Social Media exposure on the Wild Country Facebook page
- Wild Country 99 Live Broadcast which includes:
 - 6 :60 Live Breaks
 - 3 :30 Pre Remote Ads
 - 10 :10 ads leading up to your event
 - Station Vehicle and Live Talent on location
 - Wild Country 99 Prize Pack

Total Promotional Value: \$5965.00

Sponsor Responsibility:

- Investment: \$695 per event (5 events)
- High Resolution logo for website and social media use

Results: Creating a tangible for the customer

- Video will be sent via We Transfer