



# Delivering **CHRISTMAS**

Help Deliver the Gift of Christmas!



The Wake Up Call wants everyone in Sacramento to have an amazing Christmas, but knows that there are families in the Greater Sacramento Area that might need a little help in doing so. Join The Wake Up Call team and 107.9 The End and be a part of this wonderful way to give back to a family in need this season!

**TIMELINE:** 11/21 - 12/20

**PRE-PROMOTE:** 11/21 - 12/2 **ON-AIR:** 12/5 - 12/20

**TOTAL FAMILY DELIVERIES:** 8x

**ACTIVATION:**

The Wake Up Call will encourage listeners to write about themselves or someone deserving of an amazing Christmas. **We'll also be asking listeners to donate new, unwrapped toys at participating Chick-fil-A store locations where our staff will collect the donations.** The Wake Up Call will share these touching stories on-air and will go out to the homes of the nominees and deliver a full Christmas that includes decorations, a Christmas tree and pre-wrapped gifts...all live on the air!

**Deliverables**

- Minimum 400x live & recorded traffic driving mentions Logo on sponsor page on the website
- **Facebook Live on site at each delivery**
- **Live Call Ins from each delivery**
- Banner Ads on endonline.com; 20,000 impressions, 5,000 per week 11/21-12/18, can we used as Cleint dedicated or branded towards promotion
- Branded in store donation boxes
- 2x email blast to 107.9 The End Database 11/29 & 12/6, can we client dedcicated messgaing or branded towards promotion. 36,441 per send (**\$1500 Each = Value - \$3,000**)
- Minimum 3x Social media mentions
- "Stop by any participating @ Chick-Fil-A Locations to drop off toys for the #WakeUpCall's 'Delivering Christmas!'"

**TOTAL VALUE = \$46,100**



**DROP OFF LOCATION SPONSOR:**

Investment \$7,500





# Chick-fil-A Objectives

- Drive foot traffic to select Chik Fil A locations
- Create brand awareness
- Connect with the community during the Christmas season

## Results

- Over 2,500 in store donations at participating Chick-fil-A locations
- Integration with adoption agency “Sierra Forever Families” to select families in need
- Heavy on air and online component with brand name mention
- Branding on all print materials in store/delivery items



# Social Media

**1079theend** Chick fil A Granite Bay >

11 likes

**1079theend** Look for the Sierra Families Forever toy donation boxes at your local @chickfila . This one is at 4040 Douglas Blvd in Granite Bay, Ca. #eatmorechicken #toydrive #ad #christmas

30 MINUTES AGO

**1079theend**

Sierra Families Forever 107.9

41 likes

**1079theend** Make sure to stop into any Sacramento/ Vacaville area @chickfila location by 12/8 and drop off an unwrapped toy to be donated to Sierra Forever Families- helping foster children in #Sacramento. Thanks for sharing your love. ❤️ #holidays #ad #chickfila

19 HOURS AGO

**107.9 The End** with Sierra Forever Families. 3 hrs · 🌐

The Wake Up Call is going to delivery Christmas to children of the Sierra Forever Families Adoption Agency and we need need your help! Donate unwrapped toys to any of the participating Chick fil A locations listed to brighten up someone's Christmas! #Christmas #toys #SierraForeverFamilies

**The Wake Up Call is Delivering Christmas!**

Donate unwrapped toys to the participating Chick Fil A donation drop offs to help the Wake Up Call deliver Christmas to Sierra Forever Families!

ENDONLINE.COM | BY 107.9 THE END

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