



How to participate

Pick one or we can create a custom campaign!

Campaign air dates: May 2-9

OPTION 1	OPTION 2	OPTION 3
SAT-WED: 20 shared :60 second commercials running 6A-7P. Three non-profits will be featured. Each non-profit will have :15 seconds of copy.		
SA-SU: :60 commercials will air 10X between 10A-5P		
Non-profit match: will run SA-TU 5a-5A (based on available inventory)		
	10- :15 standalone spots SA-WED (When you GiveBIG...choose (insert name here) w/:10 seconds of copy about what you do!	
	:60 Interview with Kent and Alan or Jill Taylor on STAR 101.5 (W, TH, F, M or TU)	
		Email marketing campaign sent out to 100,000 Adults between 25-65 years old/ \$75,000 household income that are Philanthropic givers (shared with three non-competing NPO's) – <i>must have three to execute</i>
Investment: \$950	Investment: \$1500 (only 9 available)	Investment: \$2500





Partners

Thank you for teaming up with STAR 101.5. We're excited to tell your story! Please select the option that works for you and fill out the information below. Once complete, please email it back to me in a PDF format.

Option 1: \$950 NET Option 2: \$1500 NET Option 3: \$2500 NET

X _____ date _____

Agreed to by/ Title

Non-profit name: _____

Address: _____

Primary contact for campaign execution: _____

Phone: _____ Email: _____

