

Saginaw
Train & Grain
Festival
Celebrating Our History



Saginaw Train and Grain Festival

Saturday, October 26th 2019

Radio Marketing Partnership with the City of Saginaw and
95.9 The Ranch and 92.1 Hank FM



2019 Saginaw Train and Grain Festival

The Ranch and Hank FM Radio Partnership



Saturday, October 26th

The Ranch and Hank FM are excited to support the Saginaw Train and Grain Festival! The Ranch and Hank FM will promote and support the 2019 Saginaw Train and Grain Festival in the following ways:

- 3 Weeks of On- Air Station Promos on 92.1 Hank FM
- LIVE 2-Hour Hank FM Experience in the Kids Zone area
 - Target Time - 11am – 1pm
- 2 Weeks of On-Air Promos on 95.9 The Ranch
- LIVE 2-Hour Ranch Remote On-Site,
 - Target Time - 12noon – 2pm
- 2 Facebook post about the event on the Hank FM page.
- 1 Facebook post about the event on The Ranch page.
- Featured Web Articles on 959theranch.com and 921hankfm.com
- In App Ads on The Hank FM and The Ranch App

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On-Air Promos and Online Promotions on Hank FM and The Ranch

Hank FM and The Ranch will promote the Saginaw Train and Grain Festival through a :30 Second Station Promo Schedule on BOTH The Ranch and Hank FM. All Station promos run around the clock to ensure total audience reach.

The Saginaw Train and Grain Festival will receive;

KTFW – 92.1 Hank FM – 3 week Promo Schedule

- **MINIMUM 168 (:30 Second) station promos** from October 7th – October 25th - *Valued at \$12,600*
- **MATCH with 168 streaming promos** on 921hankfm.com – *Valued at \$1,200*
- **Saginaw Train and Grain Festival website article** on 921hankfm.com (more details on page 6) – *Valued at \$500*
- **MINIMUM 20,000 In App Ads** on the Hank FM App from 10/7 – 10/25 (More details on page 7) – *Valued at \$200*
- **2 Facebook Posts on the Hank FM Facebook page** promoting the Saginaw Train and Grain Festival – *Valued at \$300*

KFWR – 95.9 The Ranch – 2 week Promo Schedule

- **MINIMUM 50 (:30 Second) station promos** from October 14th – October 25th - *Valued at \$3,750*
- **MATCH with 50 streaming promos** on 959theranch.com – *Valued at \$300*
- **Saginaw Train and Grain Festival website article** on 959theranch.com (more details on page 6) – *Valued at \$500*
- **MINIMUM 20,000 In App Ads** on the Ranch App from 10/7 – 10/25 (More details on page 7) – *Valued at \$200*
- **1 Facebook Post on the Ranch Facebook page** promoting the Saginaw Train and Grain Festival – *Valued at \$150*

The approximate promotional value of the On-Air and Online portion of the proposal is over \$19,700!

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2 Hour Experience on Hank FM

The Hank Party Patrol will be on site at the Saginaw Train and Grain Festival for a Hank FM Experience to entertain the crowd and hand out great prizes! The Hank FM Party Patrol will host family friendly activities with fun giveaways for all ages! 92.1 Hank FM will play loud and proud over our sound system during the entire event to keep the party going. During the event, Hank's Party Patrol will register Saginaw Train and Grain Fest attendees to win prizes, play fun, family friendly games and hang out with listeners. Our Party Patrol will lead kid friendly competitions and create a fun engaging atmosphere for all ages! Hank FM reserves the right to sell up to two 3rd party co-sponsors of the event that do not conflict with festival sponsors.

1 (2 Hour) experience on 92.1 Hank FM on Saturday, October 26th from 11am -1pm (tentative) includes:

- **30 :30 Second Promotional announcements** 10/21 – 10/25
- Hank FM Party Patrol Crew on Site for 2-Hours with music, games, and event themed prizes.
- Inclusion on 921hankfm.com events page

The Approximate promotional value of the Hank FM Experience is \$7,000.

Saginaw Train and Grain Festival's Investment is only \$3,500!





Take your event to the next level with 95.9 The Ranch! The Ranch crew will arrive in our huge rolling billboard AKA the Ranch Van and set up a promotional tent, banners and signs. The Ranch will broadcast during the 2-hour remote from your location. The Ranch crew will register your guests to win prizes, play games and hang out with the listeners! The Ranch DJ On-Site will call in LIVE from your location, encouraging listeners to join us for the Saginaw Train and Grain Festival!

THE 2 HOUR SATURDAY REMOTE BROADCAST INCLUDES:

- **20x :30 Second 6a – 12mid Recorded Promotional Announcements** On-Air leading up to Event
- **5x :60 Second Call-Ins:** 1 Prior to Event Time; 2 per Hour During Remote Broadcast
- **6x Push-Backs: Live Mentions from the Station;** 3 per Hour During Remote Broadcast
- Inclusion on Dedicated “Events” page on 959TheRanch.com
- 95.9 The Ranch On-Air Personality On-Site; 2 Hours PLUS Ranch Promotions Team On-Site
- Registration of guests to win Ranch Swag and Prizes

The Approximate Promotional and Advertising Value of the remote is \$3,500
Saginaw Train and Grain Festival’s Investment is only \$2,500!



959theranch.com and 921hankfm.com Featured Articles

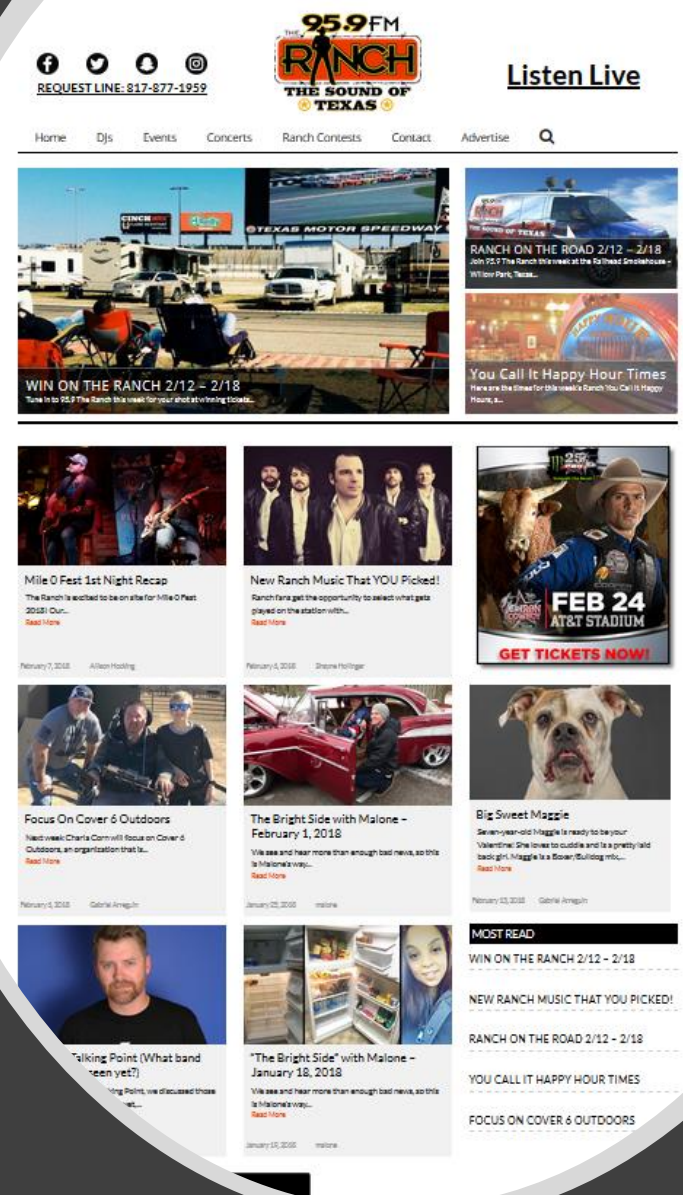
The new 959TheRanch.com and 921hankfm.com utilize news style posts to create awareness about station events and promotions.

The posts are shareable on social media and are featured prominently for a minimum of one week on the 959theranch.com and 921hankfm.com homepages.

The website articles on both stations will feature all of the family fun events going on at the Saginaw Train and Grain Festival. The posts are shareable on social media, and can link directly to the official festival website.

- Ranch Approximate Article Date – 10/23, valued at \$500
- Hank FM Approximate Article Date – 10/23, valued at \$500

The Approximate promotional value of the featured articles is \$1,000.



In App Ads

Our 95.9 The Ranch App and Hank FM app has been downloaded over 850,000 times to Apple and Android devices!

The Saginaw Train and Grain Festival can reach an interactive audience utilizing an in-app ad during the length of the promotion.

The In-App ad is up to 120 characters, and will link directly to the Saginaw Train and Grain Fest website.

The In-App ad will run from October 7th – 25th on Hank FM, and October 14th – 25th on The Ranch!

- MINIMUM 20,000 impressions per station, for a total of **over 40,000 impressions** during the campaign!

The approximate promotional value of the in app ad is \$400!





Proposal Summary – 2019 Saginaw Train and Grain and Ranch and Hank FM Radio Partnership

KTFW – 92.1 Hank FM will provide:

- **2-Hour Hank FM Experience** from 11am – 1pm with music, games and prizes! – *Valued at \$7,000*
- **MINIMUM 168 (:30 Second) station promos** from October 7th – October 25th - *Valued at \$12,600*
- **MATCH with 168 streaming promos** on 921hankfm.com – *Valued at \$1,200*
- **Saginaw Train and Grain Festival website article** on 921hankfm.com (more details on page 6) – *Valued at \$500*
- **MINIMUM 20,000 In App Ads** on the Hank FM App from 10/7 – 10/25 (More details on page 7) – *Valued at \$200*
- **2 Facebook Posts on the Hank FM Facebook page** promoting the Saginaw Train and Grain Festival – *Valued at \$300*

KFWR – 95.9 The Ranch – 2 week Promo Schedule

- **2-Hour Ranch LIVE remote** with 2 call ins per hour, plus prizes and giveaways – *Valued at \$3,500*
- **MINIMUM 50 (:30 Second) station promos** from October 14th – October 25th - *Valued at \$3,750*
- **MATCH with 50 streaming promos** on 959theranch.com – *Valued at \$300*
- **Saginaw Train and Grain Festival website article** on 959theranch.com (more details on page 6) – *Valued at \$500*
- **MINIMUM 20,000 In App Ads** on the Ranch App from 10/7 – 10/25 (More details on page 7) – *Valued at \$200*
- **1 Facebook Post on the Ranch Facebook page** promoting the Saginaw Train and Grain Festival – *Valued at \$150*

The total approximate promotional value of the proposal is over \$30,200!

In exchange for the above, Hank FM and The Ranch will receive –

- **Hank FM and The Ranch as official Media Partners of the Saginaw Train and Grain Festival**
- **Total Cash Investment of \$9,500** (\$6,000 on Hank FM, and \$3,500 on The Ranch).