



2018 Season Radio Sponsorship





How Your Business Can Support the Renegades:

The Jefferson City Renegades has once again partnered with Cumulus Media to assist in building interest and awareness in attending the games and supporting Jefferson City's newest baseball team, now in their second year.

Preseason ticket sales will underway soon, and beginning April 2018 through May 2018 we will push preseason ticket sales utilizing radio

Beginning June 2018 through July 2018 we will promote the home games and encourage the community to come out and support the Jefferson City Renegades.

Your Sponsorship donation to will help us air this campaign while at the same time offering your business a :30 second ad message to inform and invite the Jefferson City Community to shop you for your goods and services. Estimated Consumers reached by these 4 radio station: **49,200** (Source Nielsen Survey TSA Sp 16, Fa 16)

Here's what the Program looks like:

1st :30 second portion of the :60 spot will promote your business

2nd :30 second portion of the spot will promote the Renegades

There are two Sponsorship Levels on the following page.

We hope you will join us this year as we bring the collegiate wood bat summer league called the MINK League to our Capitol City.

Thank you for the opportunity to share our program with you.



[] Sponsorship Level 1

(17 Weeks, April 2018 through July 2018)

680 :30 second ad messages (10 per week per station for a total of 170 ad message on each station)

Sponsorship Investment: \$2,040 (\$510 per month)

[] Sponsorship Level 2

(17 Weeks, April 2018 through July 2018)

340 :30 second ad messages (5 per week per station for a total of 85 messages on each station)

Sponsorship Investment: \$1,360 (\$340 per month)

Production and copy writing is complimentary and included with your sponsorship investment. Ads will receive placement 6 am to Midnight, Monday through Sunday. Please place a check in your choice of sponsorship.

Advance payment requested with check made out to the Jefferson City Renegades.

Thank you for your support!

Business Name

Authorized by

____/____/____
Date



☐ Pick 2 Sponsorship Level 3

(17 Weeks, April 2018 through July 2018)

680 :30 second ad messages (40 per week/ 20 per station on your choice of 2 stations)

Pick Your 2 Stations:

☐ Z104.1, ☐ KLIK, ☐ NASH, ☐ COOL 97.5

Sponsorship Investment: \$3,400 (\$850 per month)

☐ Sponsorship Level 4

(17 Weeks, April 2018 through July 2018)

340 :30 second ad messages (20 per week/ 10 per station on your choice of 2 stations)

Pick Your 2 Stations:

☐ Z104.1, ☐ KLIK, ☐ NASH, ☐ COOL 97.5

Sponsorship Investment: \$2,380 (\$340 per month)

Production and copy writing is complimentary and included with your sponsorship investment. Ads will receive placement 6 am to Midnight, Monday through Sunday. Please place a check in your choice of sponsorship.

Advance payment requested with check made out to the Jefferson City Renegades.

Thank you for your support!

Business Name

Authorized by

Date

