

“JOIN 105.9 SHINEFM”

Event Sponsorship Application



Invite ShineFM & our listeners to your event!

105.9 ShineFM wants to form a strategic partnership with you in order to successfully promote your event to our loyal listeners. Through a high frequency on-air advertising campaign synergized with key jock talk, direct email marketing, and web content we will invite our listeners to join us at your event.

EVENT DETAILS: Event Name: _____ Date & Time: _____ Location: _____ Contact: _____ Contact Phone: _____ Contact Email: _____ Ticket / Registration Value: _____

105.9 ShineFM offers access to a *loyal, lucrative, niche* audience of over 80,000 listeners in the greater Edmonton area.

15% Age 18-24
 18% Age 25-34
 20% Age 35-44
 19% Age 45-54
 17% Age 55+

44% Male
 56% Female

58% of consumers believe the advertising message they receive from Christian Media.

(as opposed to 24% when the source is general media alone).

Research shows that the highest percentage of listeners tune in to ShineFM for over 4 hours DAILY!

19% say they listen exclusively to ShineFM!

(McVay Media, Summer 2008)

Available to you:

(check any that you are interested in)

- 42 x “Join ShineFM” On-Air Promo mentions scheduled 10 days prior to event. (6am-12am scheduling, includes both 30sec promos and on-air live mentions by station personalities - Value \$1,890.00)
- “Coming Events” posting on the 105.9 ShineFM website for two weeks prior to your event. (Value \$200.00)
- Event Posting in our monthly Loyal Listener Club E-Newsletter and Facebook Group Page (Value \$500.00)
- I am interested in purchasing additional 30sec Commercials to promote this event at discounted rate of \$30 each

Offered in Exchange:

- ShineFM Logos on Signs & Posters. Value _____.
- x Tickets for on-air giveaway. Value _____.
- x Tickets for ShineFM Staff. Value _____.
- Other items: (describe)

 _____ Value _____.

Please Note: This request must be submitted no later than 3 weeks prior to event date and IS SUBJECT TO PROMOTIONS DIRECTOR APPROVAL. On-Air content is at the full creative discretion of 105.9 ShineFM, no script approval will be provided.

FAX OR EMAIL APPLICATION TO EVENTS.APPLICATION@SHINEFM.COM or 780-469-5335