



john tesh – LIVE

March 21, 2009

NAMING RIGHTS SPONSORSHIP

the event:

104.9 the River is the home of the very successful John Tesh Radio Show. John is a world-renowned Grammy-nominated musician, a six-time Emmy-award-winning media host, and the author of two best-selling books. On March 21, the River is proud to host an intimate evening concert with John Tesh and allow you to be the NAMING RIGHTS SPONSOR of this incredible evening of world class music and entertainment.

the opportunity:

As our Naming Rights Sponsor, you will receive the following **seven weeks** worth of exclusive exposure:

- Name as Sponsor in 200 produced promos
 - VALUE: \$10,000.00
- Name as Sponsor in 250 live DJ reads
 - VALUE: \$6250.00
- Logo on Main Web Page Banner as Sponsor
 - VALUE: \$1500.00
- Logo on 5 River Insider Newsletters sent every Thursday to over 10,000 listeners
 - VALUE: \$5000.00
- Logo on Ticket On-Sale E-blast to over 10,000 listeners
 - VALUE: \$1000.00
- Banner at the Venue (banner provided by you) the night of the concert
 - VALUE: \$1500.00
- Booth at the concert to promote your company
 - VALUE: \$1000.00
- Name on Tickets as Naming Rights Sponsor
 - VALUE: \$1000.00
- Onstage Recognition by John Tesh
 - VALUE: **PRICELESS**
- Opportunity for Onstage Give-away at the concert
 - VALUE: \$500
- 4 VIP Tickets which include dinner with John Tesh prior to the concert
 - VALUE: \$400
- Invitation to the Sound Check and introduction to John Tesh
 - VALUE: **PRICELESS**
- 10 general admission tickets to the concert
 - VALUE: \$250

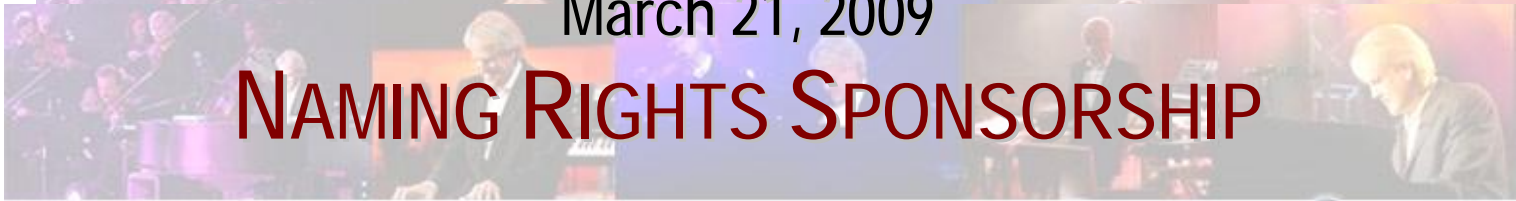
total sponsorship value: in excess of \$28,000



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Concert Calendar

brought to you by OnStar

the investment:

Over \$28,000 and seven weeks of high visibility promotion on air, on the web and one night as the Naming Rights Sponsor of a highly memorable world class entertainment event can belong to exclusively you.

- **ONLY: \$7000.00**

Approval

Name For	Title	Date
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Name For WCVO 104.9 the River	Title	Date
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