

Foley Centennial, 2015

WKRG will promote Foley's Centennial throughout 2015. The only months that we will not be able to promote the celebration as much, due to previous obligations, will be March and the middle of November thru the middle of December. However, sponsors of Centennial packages will be able to air their spots, so the coverage will continue. Plus, the Foley centennial site will be on WKRG for the entire year.

WKRG has the largest coverage area of all of the local stations, including WEAR.

WKRG purchased a cast stone paver for Centennial Park.

WKRG's contribution (over \$100,000 in promotion for 2015):

WKRG.com will have a microsite for The Foley Centennial from January thru December. This site will have information on events, restaurants, historical sites and Foley Trivia. We will have a photo gallery of all the events throughout the year and people in Foley can add their own historical pictures to the site.

Over 40,000 banner ad impressions per month will run on WKRG.com promoting The Centennial and will click through to the Centennial microsite.

Our news will air one full 6p LIVE broadcast from Foley. The newscast will be centered on Foley's Centennial and of course have other news, sports and weather. We will give the businesses in Foley the chance to purchase all the spots in these broadcasts, so it can be 100% represented by The City of Foley.

Throughout the year WKRG and ME-TV will run :04 IDs, :05 news billboards and :10 and :15 promos sending viewers to the Foley Centennial page on WKRG.com. Example: For more information on Foley's Centennial year and events got to WKRG.com. The :10s and :15s will say something like: WKRG congratulates the City of Foley on its Centennial Year. For more information on Foley's Centennial year and events got to WKRG.com. We will work on these some more.

WKRG has its Take Five segments in the Noon News every day. A week or two before any event we will have a representative on TAKE Five to help promote the event.

WKRG and ME-TV will air :30-:60 vignettes highlighting different historical sites throughout the year. These vignettes will also send people to the Foley Centennial page on WKRG.com.

WKRG produce animated graphics made for The Centennial. These will be same quality as our news graphics. These will include opening and closings for vignettes and other spots for sponsors.

WKRG will provide production for all vignettes, promos, billboards and IDs. All sponsors of the event will also receive free production.

WKRG will produce an opening and closing for The Movie nights to promote the Centennial events. John Nodar and Alan Sealls will be the spokesman.

In kind, The City of Foley will allow WKRG to be the Official Media Partner of The Foley Centennial. WKRG will be the only TV station allowed to sell packages for the Centennial. Of course other stations can cover any of the events, but WKRG will support the event all year and provide extensive coverage throughout the year.

It is our intention to have packages that are affordable for all businesses, so everyone can participate.

Examples of Sponsor Packages (subject to change)

Congratulations Foley Packages

Example: _Joe's Tires congratulates The City of Foley on its Centennial Year!

The :15 (15 seconds) can have sales message and a congratulations

- Choose your weeks, month or months to run spots congratulating Foley on 100 years!
- We will produce your spot for you.

\$350 Package:

:04 and :05 spots

WKRG:

8x M-Fr 5a-1a and Sa-Su 5p-1030p.

:15

ME-TV:

15x M-Su 8a-10p

\$550 Package:

:04 and :05 spots

WKRG:

15x M-Fr 5a-1a and Sa-Su 5p-1030p.

:15

ME-TV:

40x M-Su 8a-10p

\$750 Package:

:04 and :05 spots

WKRG:

26x M-Fr 5a-1a and Sa-Su 5p-1030p.

:15

ME-TV:

55x M-Su 8a-10p

Restaurants that spend over \$2000 during the year will be booked on TAKE FIVE.

Celebrating Your Foley History Package

These packages can have a :05 Centennial opening and 5:05 close with a sales message in the middle or they can be a spot entirely about a business's history in Foley.

\$1000 Package:

10x :30, M-F 5a-7a WKRG newscasts

20x :30 M-Su 8a-10p Me_TV

Sponsor mention on site

\$1500 Package

\$2500 Package

Major Sponsors:

\$20,000

Choose 4 months at \$5000 each

Sponsorship on over 40x WKRG vignettes each month

Sponsorship on over 100x vignettes on ME-TV

Dominate placement on the site with your Foley history highlighted for the entire year.

One 6p newscast to air live from your location or an event with all news billboards dedicated to you and 2x spots in newscast.