



HOW IT WORKS

B101.5 and Newstalk 1230 WFVA have joined forces with the *Fredericksburg Spring Home Show* to help make this show the best ever and your involvement the best investment you ever made. The *Fredericksburg Home Show*, B101.5 and NewsTalk1230 would like to reward you for your involvement in the *Fredericksburg Spring Home Show* by offering a radio advertising package unavailable outside this event.

“Spring Home Show Hunt – imagine a promotional scavenger hunt of sorts at the *Fredericksburg Spring Home Show*. You are going to be at the *Spring Home Show* anyway – so why not take full advantage of your space and marketing commitment to getting new customers? Potential attendees to the home show would be advertised and marketed to gain interest in the *Spring Home Show Hunt* and instructed to download a *Spring Home Show Hunt* card from b1015.com. This card would list those vendors who have chosen to participate in the *Spring Home Show Hunt* and the prizes to be awarded. Attendees would bring their *Spring Home Show Hunt* card to the event where “preferred vendors” would stamp their card. Once complete, they would then drop the card off by the B101.5 booth. Winners of the prizes would be drawn Monday on air during B101.5’s morning show.”

WHAT YOU PROVIDE

- Highlights for commercial script
 - Logo in jpeg or eps format for website and signage
 - Sponsorship investment of \$300. (Sponsorship has a value over \$1,200)
 - \$250 valued minimum prize for Home Show contest –
- Keep in mind, the larger the prize- the more exciting the contest.

Payment must be made at signing of contract.

WHAT YOU GET

- 20 commercials shared with other preferred vendors (20 per station, approx. 15 sec)
- Listing among preferred vendors on B1015.com and Newstalk1230.net
- Signage at the Fall Home Show indicating your business as a preferred vendor.
- Your space at the Fall Home Show becomes a destination for the Home Show Hunt contest- separating your from your competition



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Call to speak to with Marketing Consultant today

