

To: **Bridget Gillis** | Senior Marketing Coordinator: Live Nation New England
From: **Daniel Knowles**, dknowles@binradio.com (603) 230-9011

Re: Aerosmith with Extreme at Fenway Park on September 18

Frank FM is excited to promote this end of summer concert with contesting for listeners supported with on-air, online, and social media mentions leading up to the on-sale!



“Aerosmith Win Before You Buy!” Week of January 27, 2020

Beginning Monday, January 27 listeners of Frank FM will be able to win a pair of tickets to see Aerosmith at Fenway Park before they go on sale! Listeners will be invited to play Frankly Tough Trivia during the morning show for a chance to win. The listener with the correct answer will win a pair of tickets!

Contesting promos will run in all day parts on 4 Frank FM stations. Contest will be supported with a contest page that will include on-sale info, tour graphics, and ticketing link.

Frank FM (WNNH, WFNQ, WBYY, WLNH) PROVIDES:

- 100 mentions for on-air contest = \$5,000
- Homepage web display promoting contest with show info and ticketing link = \$250
- Min of 2 Social media posts (Facebook, Twitter) during the Week of Promotion = \$500

TOTAL PROMOTION VALUE: \$5,750.00

LIVE NATION PROVIDES:

- 20 tickets to the show
- Mutually Agreed Upon Cash Investment



THANK YOU FOR YOUR CONSIDERATION!