



Bringing Christ to the world through the media

CO-BRANDING AGREEMENT FOR EVENT PROMOTION

Relevant Radio® offers an arrangement for announcements of events that we call co-branding; very similar to what is known in some quarters as cross promotion. It is a means by which we partner with community groups in a process of mutual support.

Here is a quick overview of the co-branding program:

Instead of any monetary exchange, a commensurate value-for-value trade is the ideal. Wherein we provide Local Advancement Spots and in return, you promote Relevant Radio. We will broadcast announcements promoting your event for a period of up to three weeks, with three: 30-second announcements per day, to run Monday through Friday. Depending upon the market size, the airtime alone is valued at \$125 - \$675 per week, over three weeks, a total value of **\$375 – \$2,025**.

In addition, to those costs, the Relevant Radio production team will:

- Script your announcement using the copy points you provided.
- Our voice-over talent will then record the announcement.
- Most often a music bed will be added in post-production.
- The completed spot is sent to our traffic department for scheduling according to the flight date parameters input to our traffic software.
- Add your event information to the Relevant Radio website Events page.

All of the above are provided at no cost to you, as part of the co-branding partnership. In exchange, we ask our co-branding partners to help increase the visibility of our Catholic radio platform(s) in the following ways as applicable to the event:

- Print Relevant Radio station logo on your event signage, posters, fliers, programs, tickets, etc.
- Place Relevant Radio station logo on the Home page of your website and link it to the Relevant Radio Home page. Also include on your social media platforms such as Face Book etc... Your webmaster or I.T. department can make the logo click-able to link to our website.
- Provide for placement of a Relevant Radio banner and exhibitor table with bumper stickers, program guides, and other collateral material.
- Relevant Radio receives the benefits and designation for the sponsorship level commensurate with our investment.
- Mention Relevant Radio as a sponsor/supporter of the event during the program/presentation.
- Forward copies and pictures of co-branded items to a designated Relevant Radio associate.

We view the co-branding program as a win-win arrangement. We support your event and efforts, and you in turn help us grow our listener base, thereby also the number of persons hearing your announcements for future events!

Thank you for co-branding with Relevant Radio! It is an honor to partner with you in this great work of evangelization.