

Magic Faucet Promotional Options



WTYD / WXTG – The Tide.

The Tide proposes “virtual” remotes done digitally through their web sites WYDaily and SSDaily. Total investment: \$7,500 gross.

We would drive people to click on the "virtual faucet" (one that never wastes water!) on WYD & SSD, where they would be sent to an askHRgreen landing page with info about water wasting facts and what HRGreen is doing about it with links to their website. We would host a giveaway for a chance to win Water Country USA passes for a family of four (or something water related) for all who visit and enter the giveaway - the entry form could require to select the things from a checklist they are doing to save water.

And, ultimately, we can use radio promos and live mentions, as well as the digital components on the landing pages to drive people to the magic faucets on May 3rd, and encourage people to donate to the Help 2 Others Water Assistance Program, recognizing the vital role water plays in our daily lives. We have included live mentions, radio interviews on both Peninsula and Southside, as well as the ability to include promotional materials (and possibly those water bottles) to the 400-500 attendees at our Strictly Business event on April 28th leading right up to Drinking Water Week.

RADIO ADVERTISING

92.3 FM The Tide | 107.9 Bach FM | 102.1 FM The Tide

- **120 (:30) radio spots** - 40 (:30) spots per station - Drinking Water Week Branding and Contest Entry
 - ½ of the spots will run in prime time (5a-8p), ½ will run best time available
- **150 (:15) radio spots** - 50 (:15) spots per station - Water Conservation Facts/Figures and Contest Entry
 - ½ of the spots will run in prime time (5a-8p), ½ will run best time available
- **16 (:15) live mentions** - 8 (:15) live mentions on each Tide station - 2 per week per station
- Radio production included at no additional cost

ONLINE ADVERTISING

WYDaily.com (Peninsula) & SouthsideDaily.com (SouthsideDaily.com)

- 100% rotation of the Ask HRGreen “faucet” ad on the promo bar of both WYDaily.com and SouthsideDaily.com
- Dedicated landing page will include facts, figures, URL links to the Ask HRGreen website and contest entry
- Banner ad and landing page hosting and creative included at no additional cost

ADDED VALUE

- **Special Message** - Two (2) special messages (1 per newspaper) in our daily headline email blast. A 90 word text ad will introduce Drinking Water Week and encourage contest sign up including link to Ask HRGreen landing page. Date to be determined and based on availability.
- **Interview** - Two (2) live radio interviews (1 per Tide station) with Ask HRGreen and/or Drinking Water Week ambassador. Southside interviews are with Hometown Guy, Eric Worden. Peninsula Interviews are with Hometown Gal, Aimee Bowen.
- **Strictly Business Williamsburg - Corporate Sponsorship** - Inclusion in digital and radio promotion of the event and the opportunity to hang a banner and/or provide promotional material for guests at our Strictly Business event on April 28th at the Williamsburg Community Building. Strictly Business is a Local Voice community networking event with an average attendance of 400 guests per event.



Sinclair Radio Group (WNOB, WUSH, WROX, WNIS, WTAR) – Investment \$7,500

Pre-promote 15 second ad: April 22-27 - Your water is a lot more important to you than you think! (sfx: running water from a faucet) Get ready to find out why and have fun at the same time with “Magic Faucet” during National Drinking Water Week May 1-7.... (15x on each radio station selected 5a-12a Friday-Wednesday)

One Facebook posting on each radio station selected

Website banner and link to www.askhrgreen.org on each radio station selected

Recorded 30 second ad promoting National Drinking Water Week May 1-7/ “Magic Faucet” Promotion #TBD campaign, three part video series What Do You Know...Water part one, two and three on ASKHGREEN.ORG, etc... (15x on each radio station selected 5a-12a April 28-May 3 cut off by remote time)

One Facebook posting on each selected radio station’s Facebook

Website banner and link to www.askhrgreen.org on each radio station selected

Radio Remotes: 2 hours each – one at each location.

Tuesday May 3

“Magic Faucet”

Find the Magic Faucet and come take a selfie posting to #TBD campaign for a chance to win Virginia Aquarium, Tides baseball and concert tickets and various other prizes including a grand prize: kayak (displayed and given away at Remote(s) and a video from the remote posted on each radio station Facebook enticing people to find the Magic Faucet. Includes 12 promo liners, full remote set up, 4 sixty second breaks, various prizes, website event listing and one Facebook posting all week leading up to remote date

In recognition of National Drinking Water Week May 1-7. 10x fifteen second ads with important informative water facts running on each radio station selected Monday-Sunday 12a-12a

Examples of liners-

- Liner: Our planet is 75% covered by water But 97.5% of that water is salt water. We only have 2.5% of freshwater to drink. National Drinking Water Week May 1-7
- Liner: on a daily basis, we use 10 billion tons of freshwater worldwide...in honor of National drinking Water Week May 1-7.

One Facebook posting per station selected



Saga Radio Group – WAFX-FM – Investment \$7,500.

106.9 The Fox will help promote the Magic Faucet scavenger hunt! The week leading up to the big day, promotional announcements will encourage people to check out the Magic Faucet event webpage at 1069THEFOX.COM where clues will be listed. To increase listener incentive even more, one of the goody Bags on-site will contain a certificate good for “Water Bill Paid for a Year!” (To equal a maximum of \$150 every 2 months or \$900).

Promotional Flight: April 26th – May 3rd

HR GREEN will receive:

- 2 Hours on-site with promo team, tent and station vehicle at event – at 2 locations!
- 20 Promotional Announcements to promote the event
- Webpage on 1069THEFOX.COM with logo, clues and scavenger hunt information
- Social media exposure

With a \$7,500 gross investment, HR Green will receive:

- Recommended Commercial Schedule – Includes 105 paid commercials and 105 streaming commercials on WAFX-FM
- 20 (:30) PSAs on 106.9 The Fox (in addition to commercial schedule)
- 106.9 The Fox on-site at both locations on May 3rd, included promotional support
- “Water Bill Paid for a Year!” (To equal a maximum of \$150 every 2 months or \$900) prizing for the lucky winner



Entercom (WNVZ, WWDE, WVKL and WPTE) – Investment \$7,500.

The campaign would include ALL of the promotional opportunities presented (over \$23,450 in promotional value), and can be revised as needed to better fit askHRgreen.org’s goals. The remotes will be WNVZ (Z104) and WPTE (94.9 The Point) – helping to connect with active, engaged listeners and families in the market and those more likely to choose bottled water over tap water out of habit.

Promotion Dates: Monday, 4/25/16 – Tuesday, 5/3/16

Our stations will encourage listeners to text “TAP” to 7-2-8-8-1 to get a bounce back message directing them to the askHRgreen.org website for CLUES on where to find the “MAGIC FAUCETS” on May 3rd.

Promotional Elements:

- 20x (:15) produced spots promoting the text keyword and promotion across all four stations – 80 mentions total, NOT reflected in the attached on air schedules (\$3,900 value)
- Social media posts on all four station pages (including jock photos/videos/ “Did You Know...” Tips) – 3
- posts minimum per station, 12 posts total (\$2,000 value)
- Dedicated e-blast sent to all four station opt-in databases promoting Drinking Water Week and the “magic faucets” – exposure to over 33,000 opt-ins (\$3,000 value)
- Synched web banners (300x100, 300x250, 728x90) on all four station websites for two weeks, linking to askHRgreen.org (\$700 value)
- Tips for Drinking Water Week included on our “1 Thing” platform, linking to askHRgreen.org -
- <http://norfolk.1thingus.com/> (\$350 value)

Concept:

On Tuesday, April 26th, the Z Morning Zoo (Nick, Shaggy, and Ashley) will theme their entire TORTURE TUESDAY segment around askHRgreen.org’s Drinking Water Week. The radio station will be set up outside of our studios, and listeners will be encouraged to stop by and pledge to “Take Back the Tap” to bail Shaggy out of “jail”. 104 pledges will be needed to break him free!

Those that pledge can also enter to win a pair of ShaggFest tickets (Saturday, May 21st) – the HOTTEST concert of the summer!

*Listeners will also be encouraged to donate onsite to Help 2 Others (H2O) Water Assistance Program

Promotional Elements:

- **5x (:30) produced promotional spots per day, airing 4/18/16-5/2/16 and promoting the Torture Tuesday event on 4/26/16. = 40 spots total**

- Social media posts with photos and videos on Z104's Facebook/Instagram/Twitter pages before, during, and after the promotion (over 118,388 fans/followers!)
- Live jock chatter – leading up to and during that morning's show
- Inclusion in Z104's station e-newsletter
- ***Optional: We'd love for askHRgreen.org to bring their truck onsite as well!**

Total Promotional Value (minimum): \$7,500

Tuesday, May 3, 2016

***Remote Times TBD – Based on askHRgreen.org approval**

Stations:

- WNVZ (Z104) – Newport News location
- WPTE (94.9 The Point) – Virginia Beach location

Each station remote will include:

- Station vehicles, banners, and sound systems on site
- Station tables with promotional giveaways
- Station personalities and promotions team members on site for two hours
- 12x (:15) promotional liners per station, airing 3 days prior to each remote (NOT reflected in on air schedules)
- 4x (:60) remote call-ins per station – reflected in station on air schedules (pre-recorded to sound LIVE)
- Social media posts with pictures on each station's Facebook/Instagram page, posted 2 per hour minimum during the remotes – encouraging visitors to also come by and take a selfie with the magic faucet using #TBD campaign.
- Event listings on each station website

Total Promotional Value: \$6,000 (\$3,000 per remote, not including on air schedules)



Max Media (WVBW, WVSP, WGH, WVHT)

National Drinking Water Week

May 1-7

Water is Life!!!!

Promotion: "Tap Into.....the Magic Water Faucet Hunt"

On Air/Online

Beginning Monday April 25th, all Max Media stations (WGH FM, WGH AM, WVBW, WVHT, WVSP) will promote a virtual scavenger hunt to find the magic water faucets. We will give virtual clues with a picture of the magic faucet on our Facebook pages daily as well as promote the events on air. We will give a new clue each day on the air and every other day with a FB post. The contest will also have a dedicated web page per station that will also feature the daily clue and a picture of the magic water faucet. On May 2nd, we will list ALL the clues again on the web pages, just in case someone missed one. The H2O Water Assistance Program information will also be on the web pages. The promotion will create excitement for the scavenger hunt, but it will also serve to remind the community not to take clean water for granted. We will also use various prizing to entice the listeners to FIND the Magic Water Faucet.

Where IS this Magic Water Faucet??

On Site:

May 3rd On Site

WGH AM/FM and WVHT at one location with stations vehicles (Eagle Wheel Game) music, games, prizes and a Family 4 Pack of Ocean Breeze Season Tickets for giveaway!!! (Plus movie tickets, Museum tickets, restaurant gift certificates) WVBW/WVSP will set up at the other location with station vehicles, music, games, prizes and a Family 4 Pack of Ocean Breeze Season Tickets for giveaway!!(Plus movie tickets, Museum tickets, restaurant gift certificates)

As part of this Magical Water Faucet promotion, HRPDC will receive:

- A Minimum of 30 Promotional Mentions per Station
- 150 Mentions. One Virtual Clue Post Every Other Day on each Station's FB Page
- 4 per station/Total of 20. A Dedicated Web Page per Station with Daily Clue's listed
- Dedicated App Tiles on WGH, WVBW, WVHT, WVSP
- 4 Live Call Ins During Event/WGH and WVBW
- Clue Inclusions in WGH/WVBW Eblast 4/29

Total Promotional Value: \$22,000

Total Investment: \$7,500