



## Agenda Memo

Crest Hill, IL

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<b>Meeting Date:</b>	Date: 5/6/2024
<b>Submitter:</b>	Submitter: Scott Dyke, Alderman
<b>Department:</b>	Department: Administration
<b>Agenda Item:</b>	Agenda Item: Request to Participate in WGN's 66 days giveaway on Route 66

**Summary:** MAYOR AND CITY COUNCIL,

PER LAST NIGHTS MEETING: THE SPOT IS FOR ONE DAY AND THE COST IS JUST \$400.00 PLUS TWO GIFT CARDS ONE FOR A \$100.00 AND ONE FOR 50.00. I WOULD SUGGEST

\$100.00 PRAIRIE BLUFF RESTAURANT AND \$50.00 MERICKAS. IF EVERYONE IS OK WITH THIS REQUEST IT WILL BE PLACED ON THE AGENDA FOR MONDAY, MAY 6TH AGENDA,

THANKS, SCOTT

- WGN's 66 days of giveaways on Route 66
  - For 66 days, WGN Radio personalities will be awarding listeners gift cards to various establishments along Route 66 and Route 66 communities. On the 67th day, WGN Radio will award one lucky listener a grand prize of gift cards TO ALL 66 establishments.
  - This opportunity is a total of \$550 per day for members (\$400 sponsorship plus \$100 gift card and \$50 gift card). Sponsors can pick up multiple days as well. **Deadline is Monday, May 6th**
    - Sponsors will have two live reads per day and three :15 recorded promotions
    - Listing on the WGN contest page
    - Inclusion on WGN social media and newsletter and much more

### Recommended Council Action:

To approve the spot for One Day and the cost is \$400.00 Plus two Gifts Cards – One for \$100.00 and One for \$50.00

**Financial Impact:** \$550.00

**Funding Source:**

**Budgeted Amount:**

**Cost:** \$550.00