

Lemonade Day!



CASPER

June 24, 2023



townsquare

Backpack Sponsor

Investment: \$500

- Logo placement on all promotional posters
- Logo included on a minimum of 500 Lemonade Day Entrepreneur Backpacks
- Company promotional items included in every backpack. (Optional and provided by sponsor. Delivered to Townsquare by April 21.)
- Rotating sponsor mentions in Lemonade Day promotional on-air and online ads (April 3 - June 24)

Sponsor Name _____

Signature _____ Date _____

Lemonade Day!®



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Lemonade Live Sponsor

Investment: \$3,000

- Recognition as the sponsor of THREE (3) live remote, on-site radio events, to air on all six Townsquare stations (KTWO, KKTL, KWYY, KTRS, KRNK, KRVK)
 - Kick off (@Hilltop Bank) May 3th
 - Best Stand (@Sutherlands) June 17th
 - Lemonade Day (@ Your Location) June 24th
- (25) promotional announcements per station the week leading up to each remote: **"We'll be at _____ with support from _YOUR BUSINESS_."** (450 TOTAL PROMOS; 6a-7p)
- (25) streaming promotional announcements per station the week leading up to each remote (450 TOTAL STREAMING PROMOS)
- Logo
- Logo included on a minimum of 500 Lemonade Day Entrepreneur Backpacks
- Company insert or promotional item included in every backpack (optional & provided by the company)
- Opportunity to host lemonade stands at company locations on Lemonade Day
- (25) :30 ads to run on each Townsquare station KTWQ, KKTL, KWYY, KTRS, KRNK, KRVK (150 TOTAL ADS; 6/20/22-6/24/22, 6a-7p)
- (25) :30 streaming ads to run on each Townsquare station website and mobile app (150 TOTAL ADS; 6/20/22-6/24/22, 6a-7p)
- Rotating sponsor mentions in Lemonade Day promotional on-air and online ads (April 18 - June 25)

Sponsor Name _____

Signature _____ Date _____

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Extra Sweet Supporter Investment: \$1,200

- Logo included on a minimum of 500 Lemonade Day Entrepreneur Backpacks
- Logo placement on all promotional posters
- Company promotional items included in every backpack. (Optional and provided by sponsor. Delivered to Townsquare by April 21.)
- Opportunity to host lemonade stands at company locations on Lemonade Day
- (25) :30 ads to run on each Townsquare station KTWO, KKTL, KWYY, KTRS, KRNK, KRVK (**150 TOTAL ADS**; 6/19/22-6/23/22, 6a-7p)
- (25) :30 streaming ads to run on each Townsquare station website and mobile app (**150 TOTAL ADS**; 6/19/22-6/23/22)
- Rotating sponsor mentions in Lemonade Day promotional on-air and online ads (April 3 - June 24)

Sponsor Name _____

Signature _____ Date _____