



Market: PHOENIX, AZ

Station Call Letters: KTAR AM/KMVP FM

Station Format: SPORTS

Station Dial Position: 620AM/98.7FM

Event Date & Time: Saturday 1/25/14 9am-11am

Recap of On-Site Promotion:

Arizona Sports teamed up with BBVA Compass Bank to promote the BBVA Rising Stars Challenge Sweepstakes. The Arizona Sports AIA Show (Arizona Interscholastic Association) broadcast their entire show live from the BBVA Compass Bank's Chandler location. Former Phoenix Suns player, Phoenix Suns play by play announcer and author, Eddie "Jump Shot 8" Johnson was on site to promote the event and sign copies of his new book. Consumers were invited to register for the BBVA Compass Bank Rising Stars Sweepstakes and get a free autographed copy of Eddie Johnson's book. Consumers could also register to win tickets and prizes from Arizona Sports.





BBVA Compass received:

- AIA Sports Show with Jim Greishaber & Craig Grialou on site broadcasting entire show LIVE from 9am-11am
- Former Phoenix Suns player and Phoenix Suns play by play announcer Eddie Johnson on site from 9am-11am
- Arizona Sports vehicle and setup on site
- Arizona Sports giveaways
- Inclusion on the Arizona Sports events calendar at ArizonaSports.com
- Inclusion in the Arizona Sports newsletter to opt in database of 21,000
- 20X, :60 pre-event promotional announcements which aired 1/23-24, 6am-7pm (aircheck attached)
- 13x, :15 promotional announcements liners which aired 1/22-24, 5am-6pm (aircheck attached)
- Minimum of 6x, Live mentions during event (aircheck attached)



Event Listing Page



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CBK : 7:00 PM 1/23 : UTAH @ ARIST

Updated Jan 22, 2014 - 11:59 am

BBVA Compass Rising Stars Sweepstakes | Saturday, Jan. 25th

Source: Events

Originally published: Jan 22, 2014 - 11:00 am

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Saturday morning from 9:00 am - 11:00 am Craig Grialo & the AIA show will be live at BBVA Compass Bank's Chandler Mall Branch (3075 W Chandler Blvd, Chandler, AZ 85226). Stop by and enter to win a VIP trip for four to the BBVA Compass Rising Stars Challenge in New Orleans! The trip includes:

- Roundtrip airfare to New Orleans
- Tickets to the BBVA Rising Stars game
- Hotel stay for 2 days and 2 nights

Plus meet former NBA player and broadcaster Eddie Johnson. The first 50 people will get a free signed copy of his new book "You Big Dummy: An Athlete's Simple Guide to a Successful Career." Sweepstakes ends 1/31/14.

[Official Rules.](#)

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Attention ArizonaSports.com Comment Users: We have recently changed our comments boards.

We would like you to be part of the conversation with all fans of Arizona sports teams by logging in

Jay Feely: "I don't want to go anywhere"

Arizona Sports Newsletter 1/23/14



Dear Sam,

Enter to win a pair of **Greenskeeper Passes** for the **Final Round (Feb. 2nd at 9 AM)** of play at the **Waste Management Open!** These passes are good for free food and drinks as well as a great view of the 18th Fairway! [Find out how...](#)



[Enter here](#) for your chance to win a pair of tickets to the advance screening of **Draft Day** starring Kevin Costner & Jennifer Garner. This **exclusive** screening will be on Tuesday, Jan. 28th at 7PM at AMC Esplanade. Catch it now before it's official release in April!



Don't miss your chance to win a pair of tickets to the **Coyotes** game against the **Buffalo Sabres** on Thursday, Jan. 30th at 7PM! [Enter...](#)



[Enter](#) for a chance to have the new **Native Grill and Wings** Food Truck show up at your house February 2nd stocked with \$1,000 in food!



Come out to Ak-Chin Amphitheater & Ultra Star Multi-Tainment Center in Maricopa on Sunday, Feb. 2nd at 2 PM for the Ak-Chin Super-Sized Tailgate Party which will feature specials on menu options, bowling fun and amusement pack. [Details here...](#)



Saturday morning (9a-11a) **Craig Grialo & the AIA show** will be live at the **BBVA Compass Bank** Chandler Mall Branch. Stop by and enter to win a trip to the Big Easy in the **BBVA Compass Rising Stars Sweepstakes**. Plus meet Eddie Johnson. The first 50 people will get a free signed copy of his new book. Details are on the events page at [Arizona Sports.com](#).

AIA Roadshow 1/25/14

The Setup



AIA Roadshow 1/25/14



AIA Roadshow 1/25/14



AIA Roadshow 1/25/14

