



Promotional Proposal

To: Krystal Rehm **From:** Sandy Corcoran

Phone: 313-615-2904 **Pages:** 1

Fax: **Date:** 12/3/2013

E-Mail: krystal.rehm@mindshareworld.com **Re:** KZON: Hunger Games Soundtrack

PROMOTION: **Hunger Games Soundtrack Recap**

STATION: **101.5 KZON FM**

FORMAT: **CHR / Pop**

MARKET: **Phoenix, AZ**

CORE DEMOGRAPHIC: **Women 18 - 34**

DATES: **11/18/13 – 11/22/13**

TOTAL VALUE: **\$7,700**

PROMOTIONAL DESCRIPTION: **LIVE 101.5 Ticket Giveaway:** Listeners will be told to listen to LIVE 101.5's Nina Cruz Saucy 7 at 7 Countdown. When they hear the Mockingjay cue to call, the caller to get through and name all 7 songs will win The Hunger Games: Catching Fire soundtrack prize pack.

| MIND SHARE WORLD WILL RECEIVE | MIND SHARE WORLD WILL PROVIDE |
|---|---|
| 15 Live Promotional Announcements | Twenty (20) Hunger Games Soundtrack Prize Packs |
| Graphic, Link, and Text inclusion on a customized "Contest" page on the LIVE 101.5 web site | |
| Inclusion in Station Social Media Posts: Facebook/Twitter | |
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