



Cape Country 104 Presents the Dierks Bentley Ticket Giveaway Sponsorship



Now that live music is back, Cape Country 104 wants to partner with a local business to send listeners to the best concerts. Dierks Bentley is coming to the Xfinity Center on his Beers on Me Tour with Riley Green and Parker McCollum on Saturday, September 25, 2021. Each weekday during the promotional period That Girl in the Morning will give away a pair of tickets to a lucky listener. Be a part of this great giveaway by being the sponsor! We are pleased to offer the following:

Sponsor this contest and receive a pair of Dierks Bentley tickets for yourself!

Promotional Timeline: Monday, September 20 - Friday, September 24, 2021

CCB-Media will provide the following On-Air & On-Line Promotion:

- 60x promotional mentions *valued at \$2,400*
- 1x email blast *valued at \$300*
- Custom built landing page on station website *valued at \$300*
- Social media inclusion *valued at \$300*
- 25 Best Times 5am-12am commercials 9/20 – 9/26
- (12) Tickets for Dierks Bentley at the Xfinity Center *valued at \$522*
 - (10) Tickets for the on-air giveaway
 - **(2) Tickets for YOU**



Client to provide:

- Logo & Copy Points

Total Investment: \$500

