

<Public Radio Station LOGO>

**NOTE FOR DEMO PURPOSES ONLY:
STATS/PRICING NOT CURRENT**

Strategic Partnership Proposal

Presented to:

(insert restaurant name)

(restaurant photo if available)

Presented by:

Vickie Smith

<Company Name>

<Company address> • <contact phone> • <contact email>

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***“There is one thing
you will certainly not
want, and that is to
leave.”
- David Corcoran,
(restaurant name)
Restaurant Review
New York Times, July
27, 2008***

A restaurant founded on the communal feeling of (restaurant food style), (restaurant name) spreads its warmth and welcome to all. Like <public radio station>, (restaurant name) has strong community responsibility and involvement.

Marketing Challenge

Meeting the challenges under today’s economic environment and sustaining and continuing growth

by

- Differentiating (restaurant name) from other competitors.
- Highlighting the reputation of (restaurant name)
- Staying “top-of-mind” with your current customers for referrals and repeat visits.
- Creating “forward equity” to reach today’s (restaurant name) customer and also future customers.
- Enhancing the impact of media you currently use.

Proposed Solution

A partnership with <public radio station> through a strategic advertising/underwriting campaign. <public radio station> is a recognized industry leader known for its ground-breaking work in valuable community, youth and volunteer activities, and noteworthy special events.

<Public Radio Station LOGO>

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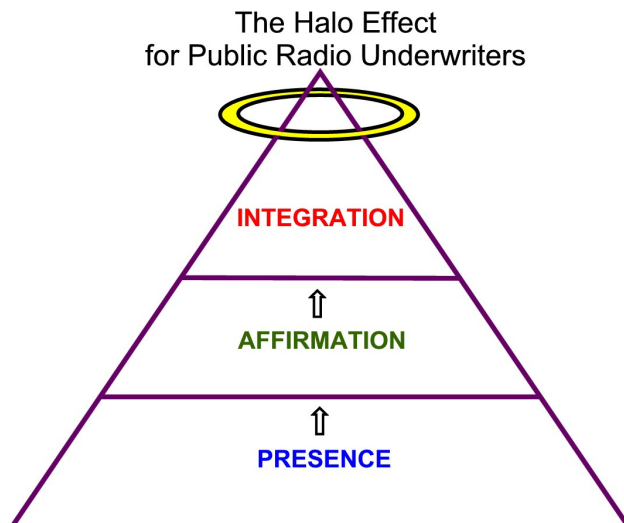
Why Public Radio?

*“The essential quality that distinguishes public radio listeners from other audiences and the US population is aptly described by one word – more.
Public radio listeners are driven to learn more, to earn more, to spend more and to be more involved in their communities.”*

NPR Mediamark Research Study, Spring 2008

- Public radio listeners are 88% **more likely to buy products and services** from companies that support public radio than from companies that advertise on commercial radio. *Source: MRI Spring 2003*
- 80% of public radio listeners **have a more positive opinion of a company** when they find out it supports public radio. *Source: NPR/Jacobs Media, 2007*

How the Public Radio Halo Effect can work for (RESTAURANT NAME)



1. Presence: (RESTAURANT NAME) linkage with <public radio station> through consistent on-air messages is heard by audience

2. Affirmation: Audience recognizes messages as showing emphasis on **support** for public radio rather than a “sell” of product.

3. Integration: Audience accepts (RESTAURANT NAME) in-line support with <public radio station>’s core values

Source: Jacobs Media 2007

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How Can <public radio station> Meet Your Objectives?

<public radio station> listeners are 49% more likely than the U.S. population to eat at sit-down restaurants 10+ times in the past month.
(Source: NEW YORK Release 1 2007 Sep06-Feb07 Scarborough)

- Public radio listeners are most notably distinguished by educational excellence and professional success. <public radio station> listeners are your choice consumers, savvy business leaders and influentials who are active in their communities.
 - **Educated** – 42% of <public radio station> listeners have college degrees, 19% post-grad
 - **Affluent** – 27.4% of <public radio station> listeners have HHI over \$100k; 22% of NPR listeners are in the Top 10% income bracket.
 - **Influential** – 44% of <public radio station> listeners are white-collar professionals, 13.2% are in management
Source: Scarborough New York Feb. 07
- The Public Radio audience has a strong appreciation for corporations that sponsor public radio. Through <public radio station> sponsorship, (RESTAURANT NAME) can
 - **Differentiate** itself from competitors
 - **Expand** their messaging and branding to reach an audience that is difficult to reach through traditional advertising.
 - **Strengthen** and highlight (restaurant name)'s already outstanding reputation through consistent messaging.
- **Listener Loyalty** – <public radio station> members contribute financially to the station and are aware of sponsors who do the same.
- **Advocates** – <public radio station> listeners are loyal to <public radio station> and advocates of the station to family, friends and peers. Here is a recent e-mail from a loyal listener:

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Underwriting vs. Commercial Advertising

Underwriting with <public radio station> is a non-traditional approach to marketing, where the language does not “sell” to the audience and the relationship is charitable. The outcome is a holistic relationship between consumer and business, where branding creates familiarity and philanthropy builds the trust.

- **Our “no commercial clutter” environment facilitates recall** so listeners are not “tuning out” and will easily remember (restaurant name) when making a restaurant decision.
 - (restaurant name) messages will stand out because of <public radio station>’s **maximum of just 3 underwriting messages per hour**,
 - Your messages air in a non-commercial environment that commands the listener’s attention as all of our spots are **stand-alone – not attached to competing messages**.
- Our listeners appreciate and expect the format through which we convey your values - **short simple messages**. The Burke Study 2005 revealed that an underwriting credit’s effectiveness is not dependent on length and that many 15 second spots had recall scores equal to or greater than 60s. Examples:
 - **Support for <public radio station> comes from the contributors to this public radio station and from (restaurant name) in (Town) (restaurant name) presents (food styling). (restaurant name) is located at (address). Reservations at (phone number), and more information at (restaurant name) dot com. (restaurant name) proudly supports <public radio station> and honors the <public radio station> members card.**
- Well-known, respected and trusted by our listeners, <public radio station> announcers read your message **live on-air**.

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<public radio station> **CAMPAIGN STRATEGY OPTIONS**

Sample Campaign Strategy

This strategy targets a **total audience plan, 6a-11P, Mon-Sun** with **strong frequency**.

We can create a sustainable marketing campaign for (restaurant name) by targeting a broader range of programs of choice that includes:

- A bank of (XXX) sponsorship messages to be used over a 6 month (26 week) period.
- One inclusion in the bi-monthly <public radio station> electronic newsletter sent to an opt-in list of almost 20,000 recipients.

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	#Spots	Cost/Spot	Total Cost
	9/1	9/2	9/3	9/4	9/5	9/6	9/7			
<u>Daily, 6a - 11p</u>	2	2	2	2				8	(insert rate)	(cost)
<u>Weekend Pkg</u>					7	7	7	21		(cost)
	2	2	2	2	7	7	7	29	Weekly total	(cost)

TOTAL SPOTS 33
GRAND TOTAL \$XXXXX

Total Sponsorship Investment: (\$XXXX)

Total Value of this package: (\$XXXX) – A Savings of (XX)%!

We can create **additional** enhancements to provide added value for (RESTAURANT NAME) to increase your presence such as:

- Annual Fund Drive involvement, including premium trade opportunities (i.e. gift certificates)
- Special Event presence (i.e. Annual Dinner Dance, <public radio station> concerts)
- Print ad in Program Guide (6 issues/year)
- AND MORE...

<Company address> • <contact phone> • <contact email>

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*"While the overall economy is slowing,
the industry will still show respectable growth,"
Dawn Sweeney, CEO, National Restaurant Association*

<public radio station> can contribute to (restaurant name) growth initiative by converting customers today and staying "top of mind" with customers who will be going to restaurants in the future.

Summary

It is our goal to develop a mutually beneficial partnership with (restaurant name). Campaign options are open for discussion on to create a customized strategy that will work in line with (restaurant name) goals.

Thank you for taking the time to learn how <public radio station> can communicate the (RESTAURANT NAME) difference to our listeners. I look forward to learning more about how I can help you. If you have any questions or would like to discuss a partnership with <public radio station>, please call

Vickie Smith
Underwriting Account Executive
<public radio station>

Thank you very much for your interest and support of public radio!

<Company address> • <contact phone> • <contact email>