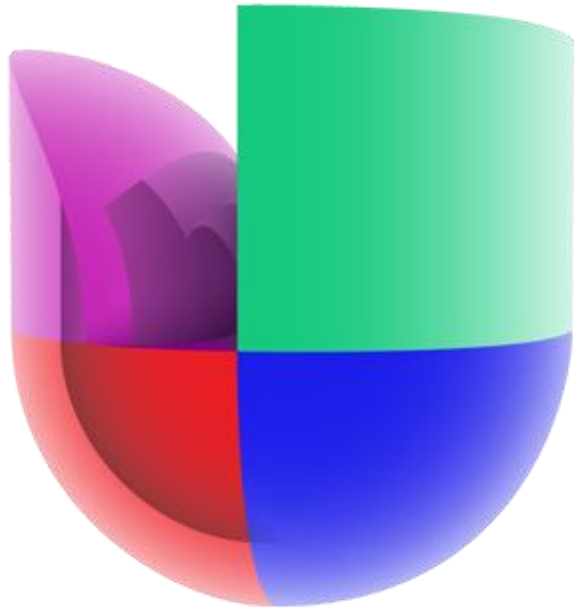


# Avocado Festival



Sunday, April 21, 2013  
9 am – 5 pm



You know when it's real.

\*date and location subject to change

# Avocado Festival – San Diego



You know when it's real

## About the Event

- The Day-of the event we'll deliver targeted Hispanic event Sampling opportunity to the participating vendors under the umbrella of a Wendy's Presenting Sponsorship in the Univision Radio Latino Stage at the Avocado Festival Event.
- On-Air and On-Line will communicate the program and deliver the Wendy's message to our targeted audience and continue to connect your Brands with the Hispanic Community and Univision Radio audience. On-Line Landing Page will communicate participating sponsors messaging.



Univision Radio Stations KLNK 106.5FM and KLQV 102.9FM will Host a Latino area at the Avocado Festival from 9a-5p on April 21<sup>st</sup> 2013

\*date and location subject to change

Source: <http://www.fallbrookchamberofcommerce.org/events-v2/avocado-festival.html>

# Avocado Festival – San Diego

## Sponsorship Opportunity 'A'



You know when it's real

Presenting sponsorship

Example: *"Wendy's" presents The RECUERDO / LA NUEVA Avocado Festival...*

- On-Air sponsor Inclusion in a minimum of 75 promotional mentions on KLNK & KLQV (Value: \$11,250)
- Two (2) Week Commercial Campaign communicating the Wendy's message leading up to the event on either KLNK or KLQV (1 Station) Twenty (20) :60sec. Commercials M – Su 5a – 10p (Value: \$ 10,000)
- Online landing page sponsorship with Printable Bounce-Back Coupon (Value: \$5,000)
- Event footprint for Wendy's will be (20' X 20') for Couponing and distributing any premiums, also could be used to support another charity partnership you may have (Value: \$ 7,500)
- Logo and Banner coverage throughout the Univision Area at the Avocado Festival (Value: \$ 5,000).
- One inflatable' in prominent area (Value: \$ 5,000)
- 2 (2Hr.) Station Appearances/Remotes at HDHA Wendy's locations in North County to coincide with the Avocado Festival Sponsorship/Promotion with Wendy's San Diego (Value: \$ 10,000).

**Total Value: \$ 53,750**

**Total Net Investment: \$ 7,500**

# Avocado Festival – San Diego

## Sponsorship Opportunity 'B'



You know when it's real

Presenting sponsorship

Example: *"Wendy's" presents The RECUERDO / LA NUEVA Avocado Festival...*

- On-Air sponsor Inclusion in a minimum of 50 promotional mentions on KLVN & KLVQ (Value: \$7,500)
- Event footprint for Wendy's will be (10' X 10') for Couponing and distributing any premiums, also could be used to support another charity partnership you may have (Value: \$ 5,000)
- Logo and Banner coverage throughout the Univision Area at the Avocado Festival (Value: \$ 5,000).
- One inflatable' in prominent area (Value: \$ 5,000)
- 1 (2Hr.) Station Appearances/Remotes at HDHA Wendy's locations in North County to coincide with the Avocado Festival Sponsorship/Promotion with Wendy's San Diego (Value: \$ 5,000).

**Total Value: \$ 27,500**

**Total Net Investment: \$ 5,000**

**Thank you for your consideration!**  
**We look forward to working with you.**



*You know when it's real.*

Doug Buckley

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