



Concierto Privado Sponsorships

La Nueva Intimate Events 2013



You know when it's real.

*date and location subject to change



You know when it's real

Concierto Privado

About the Event

Dates & Times: TBD

Location: TBD E.g. Show Palace Hall in Oceanside, Club M in Chula Vista, Fiesta Hall Chula Vista

Expected Attendance: 2000

Feature Bands: TBD

E.g. Los Tucanes, La Original Banda Limon, Larry Hernandez, Reik, Joan Sebastian etc...



UNIVISION COMMUNICATIONS INC

*date and location subject to change

Concierto Privado Sponsorship

What: Top Artists in an intimate setting

When: Dates to be announced throughout the year

Where: venues to be announced with the Artist

KLNV-FM La Nueva presents “Concierto Privado!” A night of entertainment showcasing the hottest act in an intimate concert setting. The only way ***invited listeners*** will be able to attend this exclusive event is by winning tickets by listening to KLNV throughout the day, winning via KLNV online, or by attending Wendy’s retail activations!

Promotional Period: 2 weeks

Wendy’s will receive all of the following:

On-Air Support:

- Tagged to a total of 30x :30 sec shared promotional ticket giveaway mentions leading up to the event telling listeners when to tune in for chance to win tickets
- Tagged to a total of 60x :30 sec shared promotional sales mentions leading up to the event
- Tagged to a total of 30x :30 sec shared digital promotional mentions leading up to event telling listeners to go online to www.lanueva1065.univision.com for chance to win tickets.

Retail Activations:

- Two (2) One-hour KLNV-FM Ticket Hits at HDHA locations nearby Wendy’s prior to the Concert.
- Ten (10x) General Admission Tickets be given away during Retail Activations.
- Ten (10x) :30 sec sales promotional mentions, per ticket hit, inviting our listeners to your location for their chance to win hot tickets to this exclusive Private Concert (retail activation to take place M-Fri). Total of Thirty (30x) promotional mentions.

Additional Benefits

- Stage Announcement as a Sponsor of Concierto Privado’s.
- Wendy’s banners displayed at location night of Concierto Privado’s.

Total Promotional Value= \$37,500

Net Investment = \$4,500



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



You know when it's real!

Doug Buckley

Account Executive - Univision Radio San Diego

600 W. Broadway, Suite 2150

San Diego, Ca 92101

Phone: 619-744-4310/ fax: 619-744-4300

dbuckley@univisionradio.com



UNIVISION
COMMUNICATIONS INC