

# Concierto Privado Sponsorships

La Nueva Intimate Events 2013



You know when it's real.

\*date and location subject to change



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# 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...



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# 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](http://www.lanueva1065.univision.com) for chance to win tickets.

**Retail Activations:**

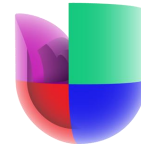
- Two (2) One-hour KLNV-FM Ticket Hits at HDHA locations nearby Wendy’s prior to the Concert.
- Ten (10x) General Admission Tickets be given away during Retail Activations.
- Ten (10x) :30 sec sales promotional mentions, per ticket hit, inviting our listeners to your location for their chance to win 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

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