



Bulldog Productions:

Presenta:

Ramón Ayala

@

House of Blues

San Diego

February 22nd, 2013



**Presented to:
Enrique Von Borstel**

**Presented by: David M Perea
Account Executive
Univision Radio San Diego**

Performing: Ramón Ayala





Promotional Overview

KLNV La Nueva 106.5 FM will help promote ‘Ramon Ayala in concert’ to be held at House of Blues San Diego on February 22nd 2013

The event will be promoted starting on January 14th 2013.

This promotion will include:

- Promotional announcements
- Ticket giveaways
- VIP Meet and Greet promotion
- Media schedule
- Live Mentions
- Social media





Promotional Advertising Plan...

Promotional Announcements

30 second promos

Weeks of

January	14 th – 20 th
February	11 th – 17 th
February	18 th – 22 nd

Total of 90 promotional spots (30 promos per week)

Ticket Giveaways – Weeks of

January	14 th – 20 th
February	11 th – 17 th
February	18 th – 22 nd

3 “Live” mentions per on-air ticket giveaway

60 pairs of tickets = 180 mentions

-15 pairs of VIP / Meet and greet winners





Promotional Advertising Plan...

Total Promotional Elements

Ninety (90) 30 sec promotional spots

One hundred eighty (180) live mentions on ticket giveaways

Twenty five (25) 30 sec spots on KLVN La Nueva 106.5FM

Event postings on La Nueva's social media pages



**Total of 270
promotional announcements**





SUMMARY:

Live Nation to provide the following:

- **60 pairs of tickets for promotional giveaways**
- **Meet and greet privileges for 30 people (15 couples)**
- **\$1,200 Media buy**

