

2017



Santas Anonymous

HOLIDAY COOKBOOK

in partnership with

93.3
COUNTRY

YMM

**YOUR
MCMURRAY
MAGAZINE**

Partnership
Package



'Tis the season for festive eats and treats! Be a part of the first ever Santas Anonymous Holiday Cookbook, a partnership between Country 93.3 and Your McMurray Magazine, with all proceeds benefitting Santas Anonymous.



This cookbook will feature recipes and stories from local personalities as well as the history of our local Santas Anonymous. It will be sold with all proceeds going to support the 2017 Santas Anonymous campaign and be available for purchase at different locations around town.



You have a unique opportunity to be a part of the group of partners to be involved in this inaugural project sure to be a hit this holiday season!



PARTNERSHIP OPPORTUNITIES

TITLE SPONSOR - \$5,000 (One Opportunity)

- Presenting rights
- Full-page back cover advertisement of publication
- Opportunity to submit cookbook content
- On air launch interview with sponsor representative - \$1,000 value
- On air promotion from November 15 through January 3
 - 4 promos/day (minimum) - \$14,400 value
 - 6 newsletter promos - \$3,000 value
 - 1 live talk/day (Monday-Friday) - \$3,475 value
 - 2 social media posts/week - \$3,000 value
 - Prominent homepage placement - \$6,000 value
 - Story feature on MyMcMurray etc. - PRICELESS
 - RDS Display information on car radio screens (experimental) - \$1,500 value
- The cookbook will be prominently featured in the Your McMurray Magazine with recognition for the title sponsor
 - Full-page ad promoting the cookbook in the 2017 Holiday Guide
 - Editorial story promoting the cookbook with recognition and a quote from the title sponsor in the 2017 Holiday Guide
 - Full-page ad promoting the cookbook in YMM 6.1
- Three complimentary copies of the completed cookbook





PARTNERSHIP OPPORTUNITIES

PRINT SPONSOR - \$3,000 (One Opportunity)

- Inside Front Cover Advertisement
- Opportunity to Submit Cookbook Content
- The cookbook will be prominently featured in the Your McMurray Magazine with recognition for the print sponsor
 - Full-page ad promoting the cookbook in the 2017 Holiday Guide
 - Editorial story promoting the cookbook with recognition and a quote from the title sponsor in the 2017 Holiday Guide
 - Full-page ad promoting the cookbook in YMM 6.1
- Two complimentary copies of the completed cookbook



RESTAURANT PARTNERS - \$200 (20 opportunities)

- Opportunity to submit a recipe, photo and short story according to specifications to be included in the Cookbook
- Restaurant partner logo to be included on the restaurant partner page
- Restaurant partners to be highlighted in rotation on air on Country 93.3 throughout the promotions of the Cookbook



CONTACT INFORMATION

For more information or to get involved as a partner in the 2017 Santas Anonymous Holiday Cookbook, please contact:

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