

3rd Annual!

Pay4Play



Thursday, September 20, 2018

Become a Pay 4 Play BUSINESS SPONSOR and receive 30 seconds of air-time on Frank 107.5 to promote your business!

Business Sponsor: \$500

What is Pay 4 Play? Requesting your favorite song will never feel better! Frank 107.5's 3rd annual Pay 4 Play benefitting The Barbara Bush Children's Hospital is as simple as it sounds: You Pay, Frank Plays. Beginning at 6am on Thursday, September 20th and ending at noon on Friday, September 21st, Frank FM radio hosts, Stan, Holly and Leif are committing 20 hours of air time to ensuring that you hear your favorite song - as long as you're willing to pay the price! The farther your song request is from Frank's traditional classic rock format, the more you pay to hear it. 100% of the funds raised during this event will stay local to support sick and injured kids at The Barbara Bush Children's Hospital.

Benefits of Sponsorship:

- **30 seconds of airtime on Frank 107.5 to promote your business during the Pay 4 Play event (live in-studio or pre-recorded options available)**
- **Opportunity to align your company's brand with The Barbara Bush Children's Hospital, a well-recognized and respected charity in Maine**
- **Company logo and link listed on Pay 4 Play website**
- **Minimum of one social media post promoting your sponsorship support during Pay 4 Play event**
- **Opportunity to request the song of your company's choice (any genre, any era!) to be played after your 30 second promotion**

FRANK 107.5 FM's Media Reach:

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| Weekly listenership: 132,000 | Largest demographic age group: 35-54 |
| Facebook: 25,000+ | Household income over \$75k: 68% |
| Average listener age: 44 | Home ownership: 82% |
| Male/Female: 50/50 | Employment: 81% |
| Counties covered: Cumberland, York, Androscoggin, Sagadahoc, Oxford, Lincoln | |

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