

SPONSORSHIPS

If you would like to introduce your brand, product or services to our loyal and trusting listeners with a more creative and heavy-weight campaign than straight spot advertising, we have many sponsorship opportunities ranging from Traffic & Travel reports, Weather bulletins, competitions and even whole programme segments.

Premier.org.uk also offers a range of targeted online sponsorship options.

Sponsorships bring the sponsor closer to the Premier brand and the sponsor brand values therefore need to reflect those of the station and the programme segment or feature that they will be sponsoring e.g ethical, trustworthy, female focused.

Sponsorships and branded content is gaining popularity because it offers the guest brand the opportunity to get 'inside the editorial' of the station to maximise connection with the listener.

With radio this is particularly powerful because of the strong relationship between listener and station. In simple terms, when a presenter on someone's favourite radio station offers entertainment 'thanks to our friends at *sponsors name*', at this point the sponsor has begun to be included in the warm friendship that exists between listener and presenter.

Longer-term sponsorship where a brand sponsors an existing programme or feature, secures that brand a place in the listeners lives and can be targeted at specific segments of the audience e.g. women, ethnicity.

Sponsorships come with a bank of radio spots allowing the sponsor to promote specific areas of their business or promote new products or services.

Online sponsorships offer the opportunity to harness the multi-media interactivity which is now possible which could include SMS texts, Podcasts and microsites within the station's website.

For a list of available sponsorships or to discuss creating a new sponsorship opportunity, please call 020 7316 1300 and ask for the Sales Department.

PREMIER ON-AIR PROMOTIONS

It's a proven fact that an on-air promotional campaign when run in conjunction with spot advertising or sponsorship will add greater value and awareness to your business.

In the last 2 years we've worked with companies such as Champneys, Icelandair & Lonely Planet to create on-air promotional campaigns that not only sell their product and services but also make great radio. These promotions might include such elements as a prize giveaway, interviews, promotional trailers, liners or even web-registration. It's our job to find the best way to get your message across.

CASE STUDY – SOUTH AFRICAN AIRWAYS

The first is a holiday giveaway we ran for South African Airways. The prize was a return airfare for 2 to Capetown including accommodation valued at over £2,000 !! The aim was to sell Capetown as the perfect holiday destination and South African Airways as the ideal carrier to get you there. All listeners had to do to win was register online.

CAMPAIGN INCLUDED:

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| • Landing page on Premier Online with client logo, promotional copy, hyperlink to client website, prize registration for 1 month. | £1,000 |
| • Promotional trailers - 100 x 30 sec pre-recorded trailers | £2,450 |
| • Live presenter reads 60 x liners | £2,100 |
| • Playout of pre-recorded travel features x 5 | £500 |
| • On-Air Prize Giveaway | £100 |

VALUE OF THE PROMOTION : WELL OVER £6,000 FOR A £2,000 INVESTMENT

CASE STUDY – PREMIER DRIVE

The second promotion was a guitar / backing track giveaway we ran to help launch Premier Drive. The prize supplier was DM music, an online instrument supplier and audio-visual installation specialist. DM Music however wanted to concentrate on a growing part of their business, Worship Downloads. The prize mechanic in this instance was to disguise a selection of these downloadable tracks and get our listeners to guess what songs they're listening to.

CAMPAIGN INCLUDED:

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| • Landing page on the Premier Drive microsite with client logo, promotional copy and hyperlink to client website for 1 week. | £250 |
| • Presenter Ad-Libs / Teases for 1 week - 10 x teases | £100 |
| • Presenter Trailers. 14 x Trailers | £140 |
| • On-Air Prize Giveaway | £600 |

THE PRIZE VALUE: OVER £500.00 THE VALUE THE CLIENT RECEIVED WAS OVER £1,000.00