



KFRG 95.1 FM, KXFG 92.9 FM and KFRG 93.1 HD2 2024 Partnership

## San Bernardino City Animal Shelter 2024 Advertising Campaign

Stater Bros. Charities has agreed to donate \$42,500 to San Bernardino City Animal Shelter. These funds are to be used to pay Audacy/KFRG-FM for the following advertising partnerships from April through December, 2024.

Please see the following pages for campaign details of the approved advertising to help bring further awareness to San Bernardino City Animal Shelter.



## KFRG 95.1 FM, KXFG 92.9 FM and KFRG 93.1 HD2 2024 Partnership

### K-FROG Kenny Chesney Ticket Attack, May, 2024 at Toyota Arena

**Sponsorship Benefit:** No one gives away more country concert tickets than K-FROG! Kenny Chesney is bringing his "Sun Goes Down" tour to SoFi Stadium on July 20<sup>th</sup>, and we have your tickets! To help promote the big adoption event at Toyota Arena in May, K-FROG will encourage our listeners to join us for a 2-hour appearance where we will giveaway 4 pairs of tickets.

#### STATER BROS. MARKETS/STATER BROS. CHARITIES WILL RECEIVE:

- (15) :15 Recorded promotional spots on KFRG-FM 95.1 leading up to the event
- Custom Spot Schedule with :30 second radio ads encouraging attendance
- (1) 2-hour KFRG-FM 95.1 Station Appearance, includes:
  - K-FROG.com event listing
  - K-FROG.com contest page
  - 1 K-FROG promotional email newsletter inclusion
  - 4 pairs of tickets to Kenny Chesney 7.20 for giveaways
  - 1 minimum promotional social media mention promoting the Station Appearance at that location.
    - Call to action in this message: Talent, event times, prizes, location etc.
  - Brand Social Media campaign in conjunction with KFRG to promote this remote and adoption event to further awareness and attendance up to 70,000 reach

**Total Investment: \$7,500.00**

*\* \$350 Talent Fee & Call-Ins Included*



CONFIDENTIAL DISCLAIMER



## K-FROG 95.1 FM, KXFG 92.9 FM and K-FROG 93.1 HD2 2024 Partnership

### Heather Social Takeover At Mobile Animal Care Unit

K-FROG's Heather will conduct a "social takeover" once per quarter to show off the San Bernardino Animal Shelter's new mobile medical unit! A social takeover presents a unique and powerful opportunity for San Bernardino Animal Shelter in conjunction with Stater Bros. Markets and Stater Bros. Charities to connect with our audience on a deeper level while enhancing your brand's visibility. By entrusting our platform with our on-air talent, your business will tap into our existing followers and inject fresh energy into your content. This cross-promotional strategy not only introduces the San Bernardino Animal Shelter to new audiences but also revitalizes the interest of our current listeners. The takeover creates a sense of exclusivity and anticipation, encouraging engagement, discussions, and buzz around the mobile animal care unit and the many services that are offered to the residents and their beloved pets in the greater San Bernardino area.

#### K-FROG to Provide:

- (1) Web page on the mobile animal care unit at K-FROG.com for the year - **Promotional Value: \$25,000.00**
- (4) Heather to post her experience with the mobile spay unit on K-FROG socials - **Promotional Value: \$2,500.00**

#### Proposed Campaign Dates:

- April, TBD, Estimated Reach for 14 days 252,000 – 262,000
- 5/27/24 – 6/9/24, Estimated Reach for 14 days 252,000 – 262,000
- 8/12/24 – 8/25/24, Estimated Reach for 14 days 252,000 – 262,000
- 12/2/24 – 12/15/24, Estimated Reach for 14 days 252,000 – 262,000

**Total Value Of Promotion: \$37,500**

**TOTAL INVESTMENT: \$2,500 PER QUARTER/\$10,000 TOTAL INVESTMENT**

Examples:

- <https://www.instagram.com/reel/C2DkTzvyOEQ/>
- <https://www.instagram.com/reel/C0P4kWQvYj3/>
- <https://www.instagram.com/reel/CxvfAn2u9te/>



## KFRG 95.1 FM, KXFG 92.9 FM and KFRG 93.1 HD2 2024 Partnership Stater Bros. Charities Presents: FurrFest!!

Stater Bros. Markets & Stater Bros. Charities has a unique opportunity to make a significant impact in the community by partnering with K-FROG to conduct the inaugural 'FurrFest!' This collaboration not only aligns with Stater Bros. commitment to community welfare but also taps into the influential reach of K-FROG. By putting on FurrFest, the partnership can directly assist placement of animals at the San Bernardino Animal Shelter that need their furr-ever homes. The generosity of providing essential needs and placement of these pets through this joint effort would undoubtedly resonate with both Stater Bros. Markets and K-FROG's audience, creating a positive ripple effect that showcases the power of collaboration in making a meaningful difference in people and pet's lives.

**TIMING:** October 2024. October is National Adopt a Shelter Dog Month! Onsite remote on Saturday, October 19<sup>th</sup> from 9am – 12noon

### **K-FROG to Provide:**

- 100x promotional mentions on KFRG 95.1 FM and KXFG 92.9 FM - ***Promotional Value: \$27,500.00***
- Event page on KFRG.com with hyperlink for approx. 6 weeks - ***Promotional Value: \$3,000.00***
- (5) Station newsletter inclusion (approx. 30,000+ subscribers) - ***Promotional Value: \$2,500.00***
- (10) Social media post/story inclusions - ***Promotional Value: \$5,000.00***
  - (K-FROG Socials: 62.7K Likes on FB, 30.5K Followers on IG, 19.4K Followers on Twitter)
- (1) 3-hour remote with all KFRG DJ's present in partnership with Stater Bros. Markets & Charities- ***Promotional Value: \$10,000.00***
- (6) Live Call-in's during the remote to encourage people to come out and join the fun! Foster or adopt a pet - ***Promotional Value: \$1,200***

**Total Value Of Promotion: \$49,200.00**

**Investment: \$25,000**

### **Stater Bros. Markets to provide:**

- ADMAT in Stater Bros. Markets stores
- Vendors or vendor contacts to be a part of the event
- Location for event, must be a location with obtainable COI requests
- Stater Bros. Markets to handle any permitting required through city

CONFIDENTIAL DISCLAIMER

# KFROG95.1 KFROG KFROG92.9 93.1HD2 K-FROG SNAPSHOT

## ON-AIR TALENT *(Weekdays)*



Kelli & Guy  
5A-9A



Heather  
9A-12P



Katie Neal  
National Talent  
12P-3P



Anthony  
3P-7P



The Rob & Holly Show  
National Talent  
7P-12A



Mo & Styckman  
National Talent  
12A-5A

**521,300**  
Listeners  
throughout  
Southern California

**170,000+**  
Page views on  
KFROG.COM  
every month

**62,807**  
Facebook Likes

**30,608**  
Instagram Follows

**19,497**  
X Followers

## 34 Years

On the air.  
A trusted brand  
of heritage  
California country

## P25-54

Core audience:  
Active  
Affluent  
Credit Worthy  
Educated  
Employed Adults  
Homeowners

## #1

Rated format in  
America.

## \$7.5 MIL

Raised for Loma  
Linda University  
Children's Hospita



K-FROG  
has been  
nominated  
4 years  
in a row  
for an  
Academy  
of Country  
Music  
(ACM)  
award or a  
Country  
Music  
Award  
(CMA!)



# K-FROG's Social Media Strength



KELLI & GUY

Facebook: 6,663

X: 3,075

Instagram: 17,542



HEATHER

Facebook: 7,699

X: 7,154

Instagram: 10,462



ANTHONY

Facebook: 1,668

X: 2,105

Instagram: 9,966



PEPPER

Facebook: 6,580

X: 2,743

Instagram: 7,014



DANA

Facebook: 6,231

X: 1,328

Instagram: 5,258



K-FROG

Facebook: 62,807

X: 19,497

Instagram: 30,608



Total Following: 208,610