

Northwell
Health® presents

PLEASANTVILLE
16th ANNUAL MUSIC FESTIVAL



MEDIA PROPOSAL

July 9, 2022

PLEASANTVILLE 2022 – MEDIA PROPOSAL



ON-AIR AUDIO

BROADCAST WEEK	DAY PART	ON AIR SPOTS	
Week of 4/25	Mon-Sun 6am-12am	25	(starting 4/25 at 6pm)
Week of 5/2	Mon-Sun 6am-12am	25	
Week of 5/9	Mon-Sun 6am-12am	22	
Week of 5/16	Mon-Sun 6am-12am	23	
Week of 5/23	Mon-Sun 6am-12am	20	
Week of 5/30	Mon-Sun 6am-12am	20	
Week of 6/6	Mon-Sun 6am-12am	20	
Week of 6/13	Mon-Sun 6am-12am	20	
Week of 6/20	Mon-Sun 6am-12am	22	
Week of 6/27	Mon-Sun 6am-12am	25	
Week of 7/4	Mon-Sun 6am-12am	28	(cut off 7/9 at 1pm)
		250	

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PROMOTIONAL SUPPORT

The Peak will provide to The Village:

- (2) interviews between Peak talent and representatives/artists chosen by PMF, to be aired prior to the PMF on The Peak.
- Social media mentions of the 2022 PMF on The Peak's Facebook, Instagram and Twitter profiles.
- Promotion of the 2022 PMF via The Peak Ticket Window, using tickets provided by the Village.
- At the 2022 PMF, Peak on air staff will participate in photo opportunities and meet & greets for use in marketing / promotions by both the PMF and The Peak – *if needed*.
- If requested by the PMF, The Peak may provide one of its on air personalities for stage introductions, billing the Village \$500.00 for this service.

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PROMOTIONAL SUPPORT

The Village will provide to The Peak:

- For and prior to the 2022 Pleasantville Music Festival, the Village of Pleasantville will name 107.1 The Peak as the Exclusive Radio Sponsor and will promote The Peak in all communications, including but not limited to:
 - Recognition on the PM web site and in all web and print marketing materials for the PMF, including print ads, press releases and posters.
 - The Peak logo on PMF email blasts.
 - The Peak logo on PFM Sponsor page with link to The Peak web site.
 - PMF will mention The Peak on all social media posts on Facebook, Instagram and Twitter.
 - PMF will include The Peak in the event program listing.
- **At the 2022 PMF:**
 - (5) On-site parking passes.
 - (30) PMF adult tickets for The Peak's discretionary use.
 - (25) PMF adults tickets for use as Peak Ticket Window giveaways.
 - (10) Backstage passes for Peak talent, staff and guests. Passes will be produced by PMF and provided to The Peak.
 - Exhibit space on Parkway Field for The Peak's 10'x10' tent along with an adjacent space to exhibit The Peak branded vehicle (Honda Pilot), located in a similar position to that provided for the 2019 PMF.
 - Event banner recognition at the main PMF stage.

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INVESTMENT

- After the 2022 PMF, The Village of Pleasantville will pay Pamal Broadcasting (“The Peak”) \$5,000.00 for its services and an acknowledgement of in-kind contributions as a PMF sponsor – based on an invoice from Pamal Broadcasting (“The Peak”) showing promotional spots and services provided by The Peak and their value, deducting contributed services to produce a net due of \$5,000.00 payable by The Village to Pamal Broadcasting (“The Peak”) within thirty (30) days of receipt of the invoice.
- If Pamal Broadcasting (“The Peak”) identifies an opportunity to secure sponsorship for the 2022 PMF, it will coordinate that effort with PMF for approval before approaching a potential sponsor. Pamal Broadcasting (“The Peak”) will attempt to secure two (2) sponsorships to include on-air and digital advertising as well as exhibit space on site at the 2022 PMF.
- This agreement is in addition to the standard PMF Sponsorship Terms and Conditions. In the case of a discrepancy between the two (2) documents, this agreement takes precedence.

For The Village of Pleasantville, NY

By - _____
Village of Pleasantville, NY Representative

Date - _____

For Pamal Broadcasting

By - _____
Bruce Feniger, Market Manager, Pamal Broadcasting

Date - _____