



93.9 Summit County

93.1 Eagle County

“Celebrate Your Independents” Radio Campaign

The Summit Independent Business Alliance has teamed up with Krystal 93 to offer a unique Independence Week advertising package. This weekend is one of the busiest weeks in the High Country with locals, 2nd homeowners and visitors hitting the streets across the county. Let’s educate and remind the community to “Celebrate Independent Businesses” during Independence Week!

How It Works:

SIBA will develop a number of educational messages that will be aired in the week leading up to and following the 4th of July. These messages will be crafted to inform people of the benefits of shopping at local independent businesses. Attach your business to these messages and help spread the support local message while branding your business “as a supporter” of local independent business.

Sample Text:

“This 4th of July ‘Celebrate Your Independents’ by choosing local, independent businesses for your weekend supplies, a night out on the town or a celebratory cocktail. Remember that when you shop local each dollar you spend returns three times more money to our community, in the form of local employment, charitable donations and community support, than money spent at a chain store. Assert your independence. Brought to you by XYZ who reminds you to support your local independent businesses this 4th of July”

*50-:30 second educational ads run from July 1st-10th, 5x per day in prime time 6a-8p **Value: \$900***

-Your business will be tagged as the sponsor of this program

*Live mentions on Krystal 93 highlighting program and its sponsors **Value: \$1,400***

*FaceBook and Twitter Blast during the weeks **Value: \$250***

*Listing on Krystal 93.com Calendar Page **Value: \$200***

Total Value: \$2750

Investment Per Business: \$375

**SIBA is subsidizing half of the cost of this program*

**Frequency and cost of program depends of # of participants*



Client name & date

Krystal rep

Contact John O’Connor at 970-513-9393 ext. 15 or john@krystal93.com