

# **PACKERS RADIO**

## **We're ALL In!**

### **You Should Be Too!**



**PACKERS RADIO NETWORK**



# 2016 Packers Radio Network



## **SPONSORSHIP ANNOUNCEMENTS:**

One (1) 30-second commercial in Packers OT on 620 WTMJ in twenty-one (21) broadcasts. Packers OT is a two hour post-game program immediately following Packers Playback. Sponsor name identification in Packers OT on 620 WTMJ each game.



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An entertainment budget of \$270 in 2016 has been allocated to provide a selection of hard cost elements. These funds are currently uncommitted to be used for game tickets and/or suites.

- Entertainment budgets will not be carried forward from season to season and must be used by the final regular season home game of the 2016 season.
- The entertainment budget has been factored into the total investment.
- These funds are earned for the purposes of enhancing the radio sponsorship and may not be used to offset the cost of the media elements of the proposal.
- Additional expense in excess of the specified entertainment budget will be passed through at cost where appropriate.



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## Marketing Program Recap

**MARKETING PROGRAM**

**TOTAL INVESTMENT**

**\$6,741.00 Net**



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## Other Elements

- In the Milwaukee area, games in conflict with other sports broadcasts, may be placed on other broadcast facilities.
- **Advertiser** will automatically be scheduled and billed in all additional pre and post-season game broadcasts at the same level of participation and rate as regular season games. A ten percent (10%) premium will be added to the rate for a Super Bowl game broadcast.
- **Sponsor** will receive the terms for the right of first renewal option for the following season. Sponsor must notify the Packers Radio Network of acceptance by April 1, 2017 or thirty (30) days after receipt of written proposal, whichever comes first.
- These agreements are non-cancelable.
- Certain broadcast and merchandising elements included in this marketing program may involve restrictions on usage and may not be used by Advertiser or transferred to a third party without prior written approval of the Green Bay Packers and Journal Broadcast Group, Inc.. Certain elements including but not limited to the Packers name and logo may be prohibited. Many Packers Radio Network promotional concepts are copyrighted, proprietary and confidential. Use by any party without the express authorization of Journal Broadcast Group, Inc. is prohibited and could result in legal action.
- If, during the course of this agreement, there is a strike, lockout, work stoppage or other unknown labor-related condition that interrupts regular season game play the Packers Radio Network will negotiate in good faith with Sponsor to find a resolution that is mutually agreeable to both parties to preserve the Sponsors equity position within the broadcast.
- Neither this agreement nor the rights or obligations of any party hereunder, may be assigned without the prior written consent of the other party.
- This broadcast agreement is valid during the length of time that the Journal Broadcast Group, Inc. retains the flagship radio broadcast rights to the Green Bay Packers radio broadcasts.



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