



Reach  
Thousands of  
Bulldog Fans  
All Season!

# BULLDOG RADIONETWORK



LISTEN ONLINE  
1027KearneyMo.com



SECURE YOUR  
SPONSORSHIP  
**TODAY!**  
816-826-1111

## BULLDOG BASEBALL IS ON THE AIR

Parents, coaches and fans demanded it, and we listened! 102.7FM is proud to bring Bulldog baseball to the radio! The 2024 Kearney Bulldog baseball season will be underway soon. Nine home games with sponsorship opportunities designed and created to give your business the greatest marketing value and maximum exposure!

Rates begin at an affordable level of \$40.00 per game. Check out our FEATURE FORTY SPONSORSHIPS. Contact Brian Watts, 102.7FM General Manager at 816-826-1111 for further information or if you have any questions. Sign up early! These spots fill up quickly.

### OUR TOP-PERFORMING SPONSORSHIPS ARE ON THE FIELD



**2024 SEASON  
TITLE SPONSOR**  
**\$70.00 x 9 games =  
\$630 per regular season**

A high-profile opportunity to be named the 2024 Bulldog Baseball Season Sponsor with 10 mentions per game: "Bulldog baseball is presented by (business name)."

- Four :30 radio spots per game
- Multiple KPGZ on-air mentions all season
- Enhanced game day marketing promotion
- Logo placement on marketing promotions
- Your logo linked on 1027KearneyMo.com
- Easy billing: Pay \$210.00 in March, then \$210.00 in April and May
- Pre-pay season – **5% discount - \$598.50**



**GAME DAY  
SPONSOR**  
**\$65.00 x 9 games =  
\$585 per season**

Exclusive sponsor for one of the following game-time segments:

- Pre-Game     Post Game
- Minimum of two :30 radio spots during chosen segment
- Your logo linked on 1027KearneyMo.com
- Logo placement on KPGZ marketing promotions
- Easy billing: Pay \$195.00 in March, then \$195.00 in April and May
- Pre-pay season – **4% discount - \$561.60**



**BULLDOG  
SPOTLIGHT SPONSOR**  
**\$100.00 x 9 games =  
\$900 per regular season**

Gain even more exposure during the week with one of these popular digital/video postgame spotlight options:

- Play of the Game\*     Player of the Game\*\*     Postgame Interview\*\*\*

- Four :30 radio spots per game
- Highly visible media posted weekly on all KPGZ social media, and 1027KearneyMo.com
- Logo placement on KPGZ marketing promotions
- Your logo linked on 1027KearneyMo.com
- \*Your logo/branded Play of the Game digital replay on social media
- \*\*Player of the Game social media graphic post goes viral instantly
- \*\*Player of the Game athletes receive a custom letter jacket patch embroidered with your business name
- \*\*\*Your logo/branding appears on post-game video interview(s)
- Easy billing: Pay \$300.00 in March, then \$300.00 in April and May
- Pre-pay season – **5% discount - \$855.00**

### 9 - GAME HOME SCHEDULE

Friday, March 22	vs.	Platte County
Wednesday, March 27	vs.	Truman
Tuesday, April 2	vs.	Grain Valley
Wednesday, April 10	vs.	Park Hill
Wednesday, April 17	vs.	Blue Springs
Monday, April 22	vs.	Excelsior Springs
Monday, April 29	vs.	Winnetonka
Friday, May 3	vs.	Raytown South
Saturday, May 4	vs.	Rockhurst



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BULLDOG BASEBALL IS ON THE AIR

OUR BENCH IS DEEP WITH SPONSORSHIP OPPORTUNITIES

## HOME FIELD SPONSOR

**\$60.00/game x 9 = \$540 per regular season**

- Three :30 radio spots per game
- Logo placement on marketing promotions
- Your logo linked on 1027KearneyMo.com
- Easy billing: Pay \$180.00 in March, then \$180.00 in April and May
- Pre-pay season— **3% discount - \$523.80**

## VARSITY SPONSOR

**\$50.00/game x 9 = \$450 per regular season**

- Two :30 radio spots per game
- Your logo linked on 1027KearneyMo.com
- Logo placement on KPGZ marketing promotions
- Easy billing: Pay \$150.00 in March, then \$150.00 in April and May
- Pre-pay season— **3% discount - \$436.50**



## YOUR SPONSORSHIP CONTINUES ON OUR POPULAR PODCAST REPLAYS

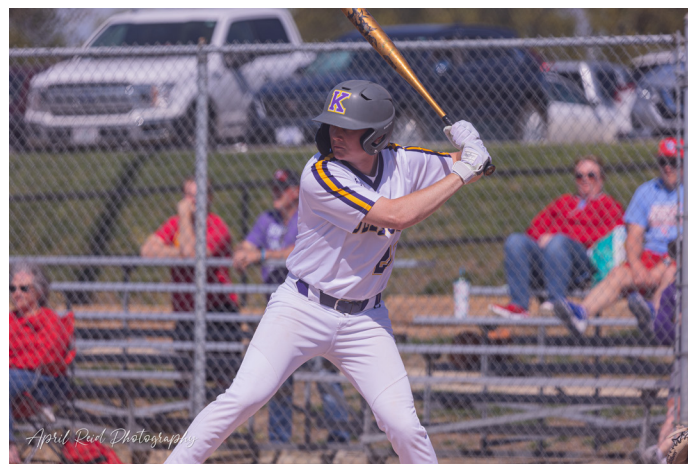
Visit [1027KearneyMo.com/Podcasts](http://1027KearneyMo.com/Podcasts)

## EXCLUSIVE eNEWS SPONSOR

**\$800 per season**

Your exclusive digital banner ad (568 x 175) will appear at the top of the KPGZ News page and on all KPGZ eNews baseball stories covered throughout the season. Stories appear on the 1027KearneyMo.com news page, 102.7FM social media platforms, and eNews subscriber email.

- Your logo linked on 1027KearneyMo.com
- Easy billing: Pay \$266.67 in December, then \$266.67 in January and February
- Pre-pay season— **3% discount - \$776.00**



**DON'T DELAY. SIGN UP EARLY!**

CALL BRIAN WATTS AT 816-826-1111



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FEATURE FORTY

SPONSORSHIPS

Our **FEATURE FORTY** SPONSORSHIPS: **\$40 per game for the 9 game regular season.** It's not only a great value, it's designed to maximize your exposure before, during and after the game. Only \$360 for the regular season. Post-season will be billed at the same per-game rate. Your linked logo on 1027KearneyMo.com is included at no extra cost. Bundle with a higher level sponsorship for an even bigger value!

**\$40 PER GAME LIVE MENTION SPONSOR**  
Minimum of two 15-second live announcer reads of your message during game broadcast. (4 sponsor limit)

**\$40 PER GAME KEYS TO WINNING SPONSOR**  
Your business name mentioned in the pregame broadcast segment: *"Here are the (business name) Keys to Winning."*

**\$40 PER GAME HOMERUN SPONSOR**  
Exclusive business name mentioned when the Bulldogs hit a homerun: *"This Bulldog homerun is sponsored by (business name)."*

**\$40 PER GAME STARTING LINEUPS SPONSOR**  
Exclusive business name starting lineups announcement: *"And now, here are the (business name) starting lineups."*

**\$40 PER GAME STRIKEOUT SPONSOR**  
Exclusive business name mentioned when the Bulldogs strike out an opposing batter: *"This Bulldog strikeout is sponsored by (business name)."*

**\$40 PER GAME SCORING SUMMARY SPONSOR**  
Exclusive business name scoring summary: *"Here is your (business name) scoring summary."*

**\$40 PER GAME SOCIAL MEDIA SPONSOR**  
Your professionally-designed, company-branded social media banner (appears on 102.7FM Facebook page and other social platforms) promoting game day announcement: *"(business name) reminds you, Bulldog baseball is on the air tonight at 5:00. Live play-by-play broadcast on 102.7FM."*

**\$40 PER GAME WEBPAGE SEASON SPONSOR**  
Your 1200 x 130 professionally designed, company-linked banner ad will appear at the top of the 1027KearneyMo.com/ bulldog-radio page (below the nav bar) for the entire season.

**Your Sponsorship Includes Playoff Games**

District and state playoff games are included in this agreement. **You will be billed for post season broadcasts** at your regular season, per game rate.

**BONUS BROADCASTS**

If KPGZ provides live coverage for tournament games, during the regular season, your sponsored message is broadcast at no additional charge.

..... 102.7FM | 455 S. Sam Barr Drive | Suite 209 | Kearney, MO 64060 .....

Business Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Sponsorship Level \_\_\_\_\_  
Amount Enclosed \$ \_\_\_\_\_

Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_  
Remaining Balance \$ \_\_\_\_\_

102.7 KPGZ-Ip is licensed through the FCC and will comply with all FCC regulations appropriate to such licensing. 102.7 KPGZ-Ip provides enhanced underwriting announcements as a service to underwriter organizations in recognition of financial underwriting payments specified in this agreement. No guarantees or representations are made regarding information contained within this agreement. Underwriters do not have the authority to exercise control over programming policies or content. 102.7 KPGZ-Ip reserves the right to decline underwriting contributions and associated enhanced underwriting announcements for any reason. 102.7 KPGZ-Ip reserves the right to edit underwriting text to insure compliance with FCC regulations. Underwriting fees are due at the signing of this agreement. Underwriting payments (monetary or in-kind consideration described in this document) in exchange for enhanced underwriting announcements, advertising, participation in promotions, premiums and/or anything of value ARE NOT considered tax deductible Charitable contributions. Thank you for your support of Kearney's hometown radio station!