

Quarantine Pet Photo Contest Sponsorship

Hi (client name),

Hope you're staying safe and healthy! As you know, local businesses have been heavily impacted by today's COVID-19 crisis. Our fellow community members have all been impacted as well with additional time spent at home trying to find ways to keep entertained, while also staying positive. We at the Record-Eagle want to promote your local business in an entertaining, interactive and positive fashion as our way to support the cause!

Our Facebook post reach has increased by 81% (70,699 people) in the past week so we decided to create a way your local business can capitalize on reaching that huge audience, which resulted in the "Quarantine Pet Photo Contest". People will submit a picture of their animals while in quarantine, whether it's out for a hike or cooped up inside, and encourage their loved ones to "like" the photo to garner the most likes. This will allow for us to add some entertaining positivity to our community's news feeds! The top 3 photos with the most likes will receive DTCA Gift Certificates to promote spending more money at local businesses when they're able to open back up.

As the exclusive sponsor you would receive the following: Presented By Name Rights on Facebook Contest, Presented By Name Rights and Logo on (17) 1/8 Page Full Color Print Ads, 50,000 digital ads on our www.record-eagle.com website (43% traffic increase right now), and Presented By Name Rights and Logo on E-Newsletter Blast to 10,000 subscribers. Print run dates are April 8th-April 22nd promoting contest entries and April 26th for the Winner Announcement. The one-time cost is \$799 with a total value of \$5,372, saving you \$4,573 as our offer to support your business during these times!

Please let me know if you'd like to reserve this first come, first serve opportunity.

Thank you,

(rep name)