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(An Association Incorporated under Section 21)

ADVERTISING / SALES PROPOSAL

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| NAME OF PROJECT | Paarl Business Chamber Member (Small/Medium Business) |
| DATE DOCUMENT CREATED | 3 September 2013 |
| AUTHOR OF PROPOSAL | Lynden Jafta Sales and Marketing |
| DETAILS OF PROGRAMME | <u>Year Advertising Package</u> <ul style="list-style-type: none"> • 3x 30 sec Advert • Interview |
| DOCUMENT STATUS AND CIRCULATION | Confidential. This proposal is only valid for Paarl Business Chamber Members and will be Strictly Enforced as such. |
| BACKGROUND | Radio KC serves the greater Drakenstein municipality which includes Paarl, Wellington, Franschhoek, Malmesbury, Riebeeck Kasteel, Riebeeck- Wes, Saron, Hermon and Gouda. It also covers some parts of , Stellenbosch and Kraaifontein. The radio broadcasts in the three main languages spoken in its operational area namely; Afrikaans (60%), English (40%) and Xhosa (10%). We currently have a listenership of 85 000 based on the latest SAARF results and mainly target LSM 3-9 income groups. |
| VISION | To be the Leader in community broadcasting for the Greater Drakenstein Area. |

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| FORMAT OF PARTNERSHIP | <p>Radio KC offers your business the unique opportunity to become a strategic partner through the following:</p> <ul style="list-style-type: none"> • Annual Marketing Package which include: <ul style="list-style-type: none"> ➤ <u>Christmas Adverts</u>, 3x 30 Sec Adverts per day, Monday to Friday, 1 November to 25 December 2013. ➤ <u>30 sec Generic Advert 3x per day</u> (Monday to Friday) 26 December 2013 to 31 October 2014 <p><u>Added Value</u></p> <ul style="list-style-type: none"> ➤ <u>30 Min Interview</u> on the Business Pulse (Wednesdays, 19h00 to 20h00). <p><i>Please Note that this package is calculated as a Special Package for the Paarl Business Chamber. The package also includes 1 Monthly Business Interview with the Chamber Chairman or Secretary for a Monthly Update on the Chamber's Activity. The 30 min interviews need to be pre-booked and ALL members need to get a fair chance at being interviewed.</i></p> |
| REQUIREMENTS | <ul style="list-style-type: none"> • Your company to actively assist Radio KC to promote the use of your product to our listeners. • Your organization to remunerate Radio KC in advance for this advertising package. |
| BENEFITS OF THIS PARTNERSHIP | <ul style="list-style-type: none"> • Access to over 80 000 active weekday listeners. • Relatively low cost: Radio KC is fairly inexpensive to use for advertising needs • Selectivity: Radio KC broadcast in different formats. • Flexibility: Radio KC has the shortest lead time for material, enabling you to change your messages at the last minute before going on air. In some instances, where our disk jockeys read the advertising messages, the message may even be changed to studio. • Potential for mental imagery: Back to the concept of the theatre of mind. One of the many benefits of using Radio KC, is that the listener is able to use his or her imagination when listening to our radio commercials. |

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| | <ul style="list-style-type: none"> • Integrated marketing opportunities: Radio KC personalities are used by our advertisers in their involvement in local markets and as part of their overall marketing and advertising campaigns. • The ability to reach segmented audiences: Owing to the fact that Radio KC is specifically focussed on the Greater Paarl/Wellington and surrounding areas, the potential for successfully reaching specific audiences is greatly enhanced. • Marketing campaigns: Radio KC will assist with the conceptualising, birth and nurturing of new Marketing ideas and the launching of Marketing campaigns |
| BUDGET REQUIRED | <p>The cost for this Annual Marketing Package is:</p> <ul style="list-style-type: none"> • <u>R 10 000-00 (vat Incl) per Business.</u> <p><u>Options Available:</u></p> <ul style="list-style-type: none"> • <u>The Client/advertiser has the option of upgrading the package, at his/her discretion, to a Advertising package of his choice. At this point Radio KC will cancel existing contract and recalculate a new Advertising Contract, suitable to the Client's/Advertisers needs.</u> |
| NEXT STEPS | <ol style="list-style-type: none"> 1. Approval of the proposal 2. Letter of endorsement and elaborate on Terms of Engagement 3. Arrange a meeting to finalize roll out of marketing campaign. |
| RADIO KC MANAGEMENT CONTACT DETAILS | <p>Sales Consultant : Lynden Jafta</p> <p>Cell : 073 899 4670</p> <p>E-mail: lyndenjafta@live.com & marketing@radiokc.org.za</p> <p>Station Manager : Franklin Huizies</p> <p>Cell : 082 414 1077</p> <p>E-mail: stationmanager@radiokc.org.za</p> |

Thank you for partnering with Radio KC. Please complete below.

I _____ am happy / not happy with this
proposal and hereby give / do not give my approval.

Signed at _____, on date _____

Signature _____ Witness _____

Radio KC Representative _____