



The City of  
**LOWELL**  
*Alive. Unique. Inspiring.*

# Community Partnership Program

## *Participant Packages*



*October 2010*



## Overview

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In 2009, The City launched a comprehensive new marketing campaign to help promote Lowell throughout the Merrimack Valley and beyond. Now, in partnership with **92.5 The River**, we are offering a dynamic on-air marketing program open to The City of Lowell Businesses and Organizations.

### *The Details*

The River will produce and broadcast a series of **60-second commercials** each month featuring Lowell area businesses and organizations and an “umbrella” message promoting the City as an Alive, Unique, Inspiring destination.

## How It Works

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### *Messaging*

Each commercial will afford two businesses a **full 25-second (70 word) message** each. The base spot and business insert will be professionally written and produced by The City and The River at no additional charge.

*Participants will be allowed to make one copy change during any given month of the program.*

### *Scheduling*

**Commercials will be scheduled on a Total Audience Plan basis:** 25% in morning drive, 25% in evening drive, 25% midday and 25% during evenings and/or weekends.

In order to accommodate the unique marketing goals of individual business, we will be offering the program during three key 5-week promotional periods:

- **Session 1:** 5 weeks (November 22 to December 25)
- **Session 2:** 5 weeks (April to May)
- **Session 3:** 5 weeks (June to July)

*Businesses may elect to participate in one, two or all sessions, but must commit to a full 5-week session in order to participate.*

## Sample Spot Copy

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AnnCR: *Welcome to Lowell... a unique City with so much to explore!*

*(Music up)*

### **Sample Business Insert #1 (:25 seconds)**

*If you're a Lowell regular, or just passing through, visit Market Street Market. An authentic gourmet shop offering an unbelievable variety of fresh, locally grown produce, home baked breads, plus beer and wine. Stop by for a morning coffee, fresh-squeezed orange juice, even sandwiches and soups. For convenient one-stop shopping right in the heart of Downtown Lowell, stop by Market Street Market or visit us online at [www.marketstmarket.com](http://www.marketstmarket.com).*

### **Sample Business Insert #2 (:25 seconds)**

*For one of the best entertainment experiences in the region, look no further than the Lowell Memorial Auditorium. This spectacular venue hosts top national acts like Melissa Etheridge, The Irish Tenors, Bruce Springsteen and more. Don't miss this year's line-up, featuring performances like The Boston Pops, Monty Python's Spamalot, even an evening with Buddy Valestro, TLC's Cake Boss. For tickets, show times and more, visit [www.LowellAuditorium.com](http://www.LowellAuditorium.com).*

AnnCR: *To learn more, visit [Lowell.org](http://Lowell.org). The City Of Lowell. Alive. Unique. Inspiring.*

# Packages

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## Gold Package

**Spots:** Sixty-four (64) 25-second messages

### Value Added

- Opportunity to run banner ads on WXRV.com\*\*
- Opportunity to promote events on WXRV.com concerts and events calendar
- Logo prominently featured on Lowell.org with link to site (where applicable)
- Opportunity to be featured business (with offer) in two (2) City of Lowell eNewsletters\* (distributed to over 1,500 targets)
- Free spot production

Value: \$7,450 per session

**Investment: \$3,200 per 5-week session** (\$640 per week/\$50 per spot)

## Silver Package

**Spots:** Thirty-two (32) 25-second messages

### Value Added

- Opportunity to promote events on WXRV.com concerts and events calendar
- Logo prominently featured on Lowell.org with link to site (where applicable)
- Opportunity to be featured business (with offer) in one (1) City of Lowell eNewsletter\* (distributed to over 1,500 targets)
- Free spot production

Value: \$3,900 per session

**Investment: \$1,600 per 5-week session** (\$320 per week/\$50 per spot)

## Bronze Package

**Spots:** Sixteen (16) 25-second messages (to be run over 2-weeks within each 5-week promotional period)

### Value Added

- Opportunity to promote events on WXRV.com concerts and events calendar
- Logo prominently featured on Lowell.org with link to site (where applicable)
- Free spot production

Value: \$2,200.00 per session

**Investment: \$880 for 2 weeks during 5-week session** (\$440 per week/\$55 per spot)

*\*Content for email newsletter to be provided no less than 2 weeks prior to distribution. Weeks will be booked on a first come, first serve basis, dependent on availability.*

*\*\*Creative to be supplied by advertiser. Ad space is limited and will be booked based on availability. Ads will be run in rotation to coincide with the selected 5-week on-air schedule.*

# Added Value

Calendar listings for key participant programs and events.

Feature one business per issue with opportunity to include overview and corresponding offer

Rotating banner ads (Gold Package only)

Rotate participating business logos (visible on every page of site)

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## Happenings

A snapshot of City news & events

**HAPPENING OFFER OF THE MONTH**  
As a Happenings crew member you already get the inside track on all things Lowell. Now, subscribers can enjoy special special perks from some of the top spots in town.

Featured Business: [Market Street Market](#)

Buy one bottle of wine, get the second 50% off!

Checkout Code: Cheers!

Market Street Market offers one-stop shopping in Downtown Lowell including fresh produce, groceries, full deli... and yes, even wine and beer. Make their delicious sandwiches and soups at the deli.

**Our Sponsors**

- Lowell Memorial Auditorium
- NATIONAL PARK SERVICE

Join Our Mailing List!

**LOWELL** The City of  
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Live Here Work Here Play Here Learn Here

Downtown amenities, unique office space and diversity you just can't find anywhere else. There's a lot to like about Lowell.

Visit [LowellMA.gov](#) for Municipal Information

Sign up for Lowell email alerts

2009 Lowell Art Walk Kicks Off July 15th

The City's first annual Art Walk will run from July 15th through August 15th. Local artwork will be on display in various neighborhoods throughout the City. Head through Lowell's historic Downtown and enjoy a variety of lively, creative displays.

Lowell Links

View our Calendar of Events

Featured Business Partners

Based on your level of participation, the program will provide additional, valuable exposure for your business or organization.

- **The City of Lowell** will offer the opportunity to include your logo on [lowell.org](#), with a link to your website, as well as the opportunity to be featured in our **eNewsletter**.
- **92.5 The River** will support your campaign with Calendar page listings of any key events or promotions that include members of the participating retail sponsors of this program. Gold package participants will also have the opportunity to run banner ads on **WXRV.com**.

## Campaign Support

In addition to value-added opportunities, The City will concurrently run an additional **100, 10 second promos** messaging the overall program during each campaign period. This will provide increased frequency for the campaign message and support The City's overall growth and attractiveness to new visitors and residents.

# Partnering with 92.5 The River

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Over the past several years, The City of Lowell has forged a successful partnership with The River to promote The City as a whole as well as key programs and events like City of Lights and Winterfest.

## Why The River?

### 1) Headquartered in the Merrimack Valley

- The River is an ideal vehicle to help in developing more “local” and regional business from nearby population (Boston and its suburbs and Southern New Hampshire).
- The River is a dominant force with radio listeners in both your target areas & in your own trading area.

### 2) Reaching The Right Targets

- The River listeners tend to be highly educated, upper income men and women in their 30's, 40's and early 50's.

### 3) Track Record of Success

- With over 25 years of doing business in the area, The River has a long history of successfully working with Lowell & Merrimack Valley area advertisers.

## Get Involved

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If you would like more information, or are interested in participating, please contact:

**Steve Friedman**  
**Senior Account Executive**  
WXRV/92.5 The River  
P: (603)-669-1250  
F: (603)-647-1260  
C: (603)-289-8841  
[stevefriedman@wxrv.com](mailto:stevefriedman@wxrv.com)

*Commitments and copy for Session #1 are due by Friday, November 12<sup>th</sup> to participate.*

*For all other sessions, commitments and copy will be due 2-weeks prior to schedule commencement. Details will be provided closer to the on-air date.*

*All participants will be required to complete a credit application with 92.5 The River. Payment terms to be determined prior to session commencement.*

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