



## Radio Partnership Proposal

At the Salem Chamber, we believe strongly that by increasing awareness of our services in the communities we serve, we are better equipped to perform our functions, including the promotion of a healthy local economy. Undoubtedly, with a healthy economy comes an increased budget for advertising in many businesses, increasing the revenue opportunities for your radio station.

*The Salem Chamber would like to partner with your radio station to achieve this goal.* This proposed partnership would include three parts:

### **1. Remnant advertising inventory donated to the Salem Chamber**

The Chamber would develop and produce testimonial-based ads, with your assistance, and the ads would be at your disposal to fill spots as they are available. We are in the process of developing marketing materials that would allow us to showcase our members while promoting opportunities within the Chamber.

### **2. The “Business Beat”**

Aimed at co-branding your radio station and the Salem Chamber as promoters of business success, you would air an *exclusive* 30- or 60-second “Business Beat” (different than your current business update). With the same background music and tagline as our advertising, your news staff airs the Chamber Business Beat with relevant local business news provided by Chamber Staff.

### **3. Special Offer to New Chamber Members**

You will have the on-going opportunity to market your advertising and promotional services to our new members through a specific offer in our new membership packets. This value-added feature of membership should be a win-win for you, your potential client, and the Chamber (i.e., 30% discount, package rate, 50 spots for \$100, etc.)