

Presenting Sponsor Treasure Hunt Bidding Process



Greater Liverpool Chamber
314 Second Street
Liverpool, NY 13088

For those of you not already aware, this year it has been decided that our annual Treasure Hunt be moved from Summer to Fall

Those of you unfamiliar with our Treasure Hunt the goals are:

- To promote business to other Chamber members and the Residents of The Greater Liverpool Area and beyond.
- Provide exposure of Chamber members to the Greater Liverpool Area and Beyond.
- To Promote and encourage Chamber membership.
- To generate revenue for the chamber.
- To provide something FUN for the overall Community.

This year there are many new additions and componets to the Treasure Hunt:

- Cumulus Radio is our radio media sponsor, providing radio spots on popular stations like 93Q, 95X, 1260 – The Score, and their newest addition 105.9 – The Rebel
- There will be a Community Festival September 29th to kick off the event at Onondaga Lake, that is free for Liverpool Chamber members only to set up at (details will be released soon)
- Ted and Amy will be joining us at the September 29 Kick off
- Over 6,000 Households will be receiving our Treasure Hunt Newspaper and there will be 50% more distributed than in years past
- A new and redesigned eatery contest

This year we are offering the Presenting rights to the event. Starting at a minimum bid of \$3,000, this process will be a blind bid. You Must be a member of the Liverpool Chamber.

You will receive:

- Exclusive Front Page Advertising in a minimum of 15,000 Treasure Hunt Print Newspapers.
- On all Press Releases, entry sheets, advertising, flyers, mailings, brochures, events, social media and banners, your business will be mentioned: "The Greater Liverpool Chamber Treasure Hunt, presented by XYZ Company (your logo) ."
- Your business will be mentioned as the presenting sponsor(25 -(:30) Commercials per week =400 (Over 200,000 + llisteners perweek)*
- Your logo attached to the Liverpool Treasure Hunt Page on the Liverpool Chamber website.
- Logo on Treasure Hunt interactive ad for one month on all four station websites

All entries need to be:

In writing and mailed in a sealed envelope to the Greater Liverpool Chamber by 5 pm February 17th.

Only Mail in bids will be accepted.

Your Bid must be attached to your request and **must have written across the flap TH Bid.**

You must be willing to pay 1/2 of your bid by March 25th and the rest by July 1, 2012

You must be willing to give us digital ready advertising materials by March 31st

Entries will be opened by selected members of the Liverpool Chamber Board and Treasure Hunt Committee. This Group will Award the winning bid.

All Entry submitters will be notified by phone and in writing the morning of February 20th.

All bids are final.

A written contract will be drawn up for Highest Bidder immediately after the bidding process.

Any Questions can be addressed to Lucretia Hudzinski at the Chamber

*Source: Spring2011 Arbitron ebook

