



Sponsorship Packages

Part of MX5 Digital

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Why sponsor us?

Mazda Radio is all about the Mazda brand and all its models. Mazda is for enthusiasts and casual owners alike. They are reliable, but easily customizable. At Mazda Radio we seek to unite our love for radio and Mazda cars by providing information on products, tips and advice on how to maintain and own a Mazda. We even hold interviews with the top experts in the industry to ensure the content is tested and approved.

This is important because that means we can market for you! Have a product for a Mazda car? We can test it and give honest reviews. If you want to advertise a sale, we can do that for you as well! Advertising with us puts Mazda customers in your hands.

What kind of packages are available?

We have three sponsorship packages: Gold, Silver, and Bronze. Each has a minimum dollar amount, and will guarantee a percentage of advertisement at shows.

| Level | Minimum Amount | Percent of Shows |
|--------|----------------|------------------|
| Gold | \$12,000 | 100% |
| Silver | \$8,500 | 60% |
| Bronze | \$5,500 | 35% |

The percent of shows pertains to how much we will advertise your product. If you pay for the Bronze package and we have twelve events scheduled for the year, then we will advertise your product in four of those twelve shows.

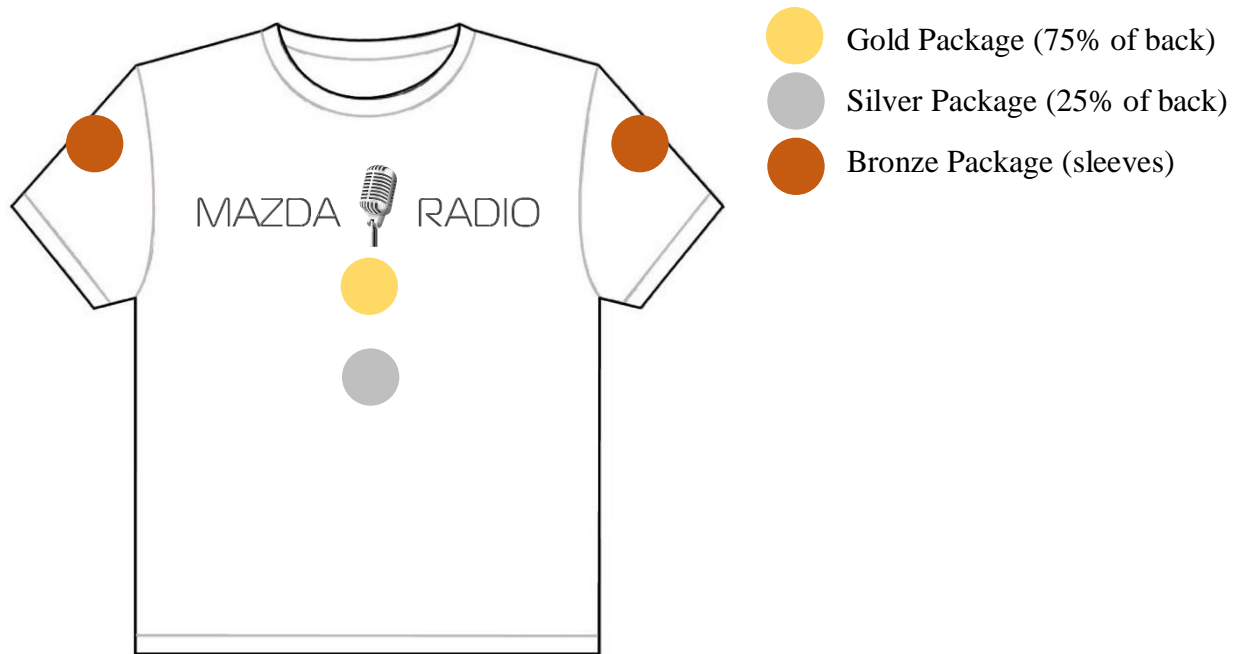
What will the sponsoring company receive?

We offer several benefits upon sponsorship. Firstly, we provide target marketing insight into the events in which we participate. This information is valuable for companies who wish to target niche groups. Other benefits include, but are not limited to:

- Preferred supplier status (e.g., if sponsoring food products)
- Product endorsement via social media and on-air
- Event signage
- Banner/ads on website/social media
- A package-defined amount of on-air interviews for product/sales/brand
- Advertising in any materials we use
- Handling of coupons/materials at events, as well as swag bags
- If wearing custom shirts to an event, package-defined placement on shirts

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T-Shirt Sponsorship Placement



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