



**JAZZ** **FM**  
**RADIO**

**JAZZ & WINE**  
**February 2022**



# Jazz FM as an institution. Jazz FM - 20 years on air

Jazz FM covers all major jazz events in the country. We create and support the development of individual elements of the jazz scene and through them build a jazz culture in Bulgaria.

We reestablish traditions and place jazz in the center of modern life through shows and segments with strong emotional impact and expanded scope thanks to the enriched means of expression - broadcasting, websites and social networks, audio, text, photo, video.

By expanding knowledge and raising the visibility of our presence we gain new audiences, including children and new advertisers.

## **JAZZ & WINE – taste matters**

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**We offer a partnership in which to put the distinctive music of Jazz FM alongside the special nature of the wines "....." by broadcasting a sponsorship tag of the client, on-air and online information section on the wine, and organizing a game for listeners.**

- We will position a sponsorship tag of the client outside the commercial block between 16:00 and 20:00.  
*For example: The next performance is with the mood and the special nature of "....." .*
- For a period of two weeks in February and on the occasion of the wine festival in the show "Afternoon Improvisations", we will hold a game and give out a bottle of wine to one of our listeners. We can also provide a selection of wine to the guests in the studio during a conversation, we will announce this in a suitable way through announcements by the host. We suggest that the wine be of a different kind every day and that this be mentioned by the host in order to emphasize the diversity that our partner offers, as well as the highlights in "Wine of the Month", "Newest Wines", "Best Selling Wines" and other client priorities.
- A weekly information segment that provides important information about wine within 60 seconds - how to grow good grapes, how long quality wine is aged, what are the right combinations with food, how to consume it to bring health benefits, etc. The information will also be published on the site and will be used for live announcements sponsored by Jazz Day. It is possible for announcements for the segment to be broadcast separately in a commercial block.
- We can develop our cooperation in many different initiatives related to music and the joy of wine.

## Parameters of our offer - sponsorship tags in the program & a radio game.

Advertising form:	Count:
Sponsorship tags of the client in the program of JAZZ FM before a musical performance	50
Broadcast of a special promo announcement for a two-week radio game, when we will give a bottle of wine to a listener of JAZZ FM. In the promo announcement we will announce the mechanics of the game and the prizes.	40
<b>Bonuses:</b>	
Weekly segment about wine.	8
Live announcements from the hosts about the campaign, announcing the support by the client.	throughout the entire period
PR publication on jazzfm.bg	1
Posts on social networks	5
<b>Price of the sponsorship with included 5% agency discount and 10% volume discount</b>	<b>BGN 1,950 sans VAT</b>
<b>*Price without VAT and including the production of tags and promo announcements</b>	



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**Thank you!**