



Christmas Program on Jazz FM Radio, December 2021

With the upcoming Christmas and New Year holidays, Jazz FM Radio provides its customers and partners with the opportunity to present their greetings to listeners through a special Christmas program.

On December 24, 25 and 26, all members of the radio team will address the listeners of Jazz FM with **special Christmas messages**. The greetings of the emblematic hosts Svetoslav Nikolov, Tanya Ivanova, Emil Voynikov, Miroslava Katsarova and Mladen Dimitrov, as well as the bassist Vladislav Mirchev, who joined this year as a music producer, will be part of the pleasant holiday mood .

A special festive mood on the air of Jazz FM on Christmas days will be created by **one-hour blocks with the best Christmas songs** of all time. The radio team will bring together classic and long beloved performances, as well as brand new recordings that carry the spirit of the holiday. The programs will be broadcast on December 24, 25, 26.

In the last days of the year, the hosts of Jazz FM will summarize **the brightest achievements of 2021** in one-hour programs that will perform the daily program of the radio from December 27 to December 31 in the series "The best of 2021" from December 27 to December 31:

- "The best of new Bulgarian music", "The best of the Bulgarian concert scene", "The best of world music"

On New Year's Eve, at 18:00, the festive edition of Jazztronica Live will sound on the air, with the musicians from the Jazz FM team - Mladen Dimitrov, Miroslava Katsarova and Vladislav Mirchev (* sponsorship package for Jazztronica Live is not included in the offer)



Sponsorship parameters for the period from December 20- 31, 2021

Advertising form:	#:
Sponsorship tags before and after broadcasting the holiday greetings by hosts – in the period December 24-26	24
Sponsorship tags before and after the one-hour programs with the best Christmas performances – in the period December 24-26	24
Sponsorship tags before and after the special selection “The best of 2021” December 27-31, 10 broadcasts	20
Airing a special promo-announcement for the campaign with a focus on the sponsor – in the period December 20-31 st , 4 times per day	50
Bonus:	
Live announcements by hosts for the campaign, announcing the client’s support	throughout the period
PR publication at jazzfm.bg	1
Posts on social networks	5
Price of sponsorship with included discount – 15%	BGN 2,888.10 w/o VAT
Price without VAT and with included production of advertising forms.	