

WORLD CUP QATAR 2022

SPECIAL PROPOSAL



Radio Group

# WORLD FOOTBALL NEWS

## RADIO N-JOY

To keep up with everything happening during the FIFA World Cup and to hear what's most interesting listen to the segment "World Football News - Qatar 2022" on Radio N-JOY, right after "The News", every hour

### **Sponsorship of the sports segment for a period of 4 weeks:**

Airing the client's sponsorship tag before the sports segment:

6 times every business day – a total of 120 broadcasts of which 15 broadcasts are bonus;

Options for choosing the time zones in which the column will be broadcast:

7:00, 9:00, 11:00, 13:00, 15:00, 17:00 UAU 8:00, 10:00, 12:00, 14:00, 16:00, 18:00

**Price of the campaign – BGN 6 434 w/o VAT**

*\*5% + 20% volume discount included*



# WORLD FOOTBALL NEWS

bTV Radio

Every weekday on bTV Radio you can listen to the original show "About the City". In it, hosts Lili Angelova, Svetoslav Nikolov or Georgi Mitov make your afternoon interesting through carefully selected topics for the day.

During the FIFA World Cup in Qatar, three times a week we will broadcast a special segment dedicated to the World Cup and sports topics. The host Ognyan Gunchev will report the current news about the teams in Qatar, and reporter Kaloyan Kyurkchiev from the sports department of bTV will join in with a commentary.

## **Sponsorship of the sports segment on bTV Radio for a period of 4 weeks:**

Broadcasting of a promo announcement for the segment - 20 broadcasts per week - 80 broadcasts for a period of 4 weeks

Broadcasting of the client's tag before and after the sports segment - 24 broadcasts over a period of 4 weeks

Value of the campaign – BGN 3 182,40 w/o VAT

*\*5% + 15% volume discount included*





# Radio Group

NJOY  
Radio

**b** RADIO

JAZZ FM  
RADIO

CLASSICFM

RADIO  
ROCK

switch

stream

inspire **on**