



# ST. AUGUSTINE PONTE VEDRA & THE BEACHES, FLORIDA

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## **PROMOTION LEAD**

**Dates:** June 1 through July 31, 2010

**Market:** Orlando, Florida

**Outlet:** WHTQ 96.5 FM (Classic Rock); WMMO 98.9 FM (Rock, Adult Contemporary);  
WWKA 92.3 FM (Country)

**Theme:** Choose Your Own Getaway

### **Promotion Description**

Listeners to each of the three participating radio stations will be directed to a designated URL (webpage and micro-site) where they can learn more about St. Augustine, Ponte Vedra & The Beaches. The sweepstakes is designed to educate people on all the different things there are to do here and it gives consumers a choice. When visiting the designated website, they will see that they can choose from 4 different types of prizes. Each prize package has its own landing page with more details about the different aspects of the prize package.

Participating businesses will have a logo and description, along with a link to their website, on the landing page. There will be three prizes given away for each theme.

The four themes include:

- ~ Family Getaway
- ~ Romantic Getaway
- ~ Golf Getaway
- ~ Girlfriend Getaway

**Total Media Value: \$47,125**

### **Requested Items**

Three (3) – 2 night/3 day accommodations for a family getaway

Three (3) – 2 night/3 day accommodations for a romantic getaway

Three (3) – 2 night/ 3 day accommodations for a golf getaway

Three (3) – 2 night/ 3 day accommodations for a girlfriends getaway

Gift certificates and admissions in sets of **three** (one for each radio station) to any area attractions, golf, entertainment venues, shopping, spas or any other activity that would fit the themes of the 4 packages being offered to our potential visitors.

## **RESPONSE DEADLINE**

Please note this opportunity is offered on a first come,  
first serve basis and fit the theme of the four offers.

Your response is requested by **Thursday, May 20, 2010 at 12:00 pm.**

### **CONTACT INFORMATION:**

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