



## REQUEST FOR ACTION EDC

Agenda Date: 1/21/2025  
Agenda Section: New Business

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Department: EDC

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Agenda Item: **KLKS Radio Advertisement for High School State Tournaments**

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Approval Required: Simple Majority Vote

### **BACKGROUND**

- EDC currently has this general ad through the radio set during the 2024-2025 school year. This ad is for **regular** scheduled Patriot and Lightning games (not State tournaments). Should we make any updates:
  - Discover the charm and opportunity waiting for you in Pequot Lakes, Minnesota! Nestled in the heart of lake country, Pequot Lakes is a thriving community brimming with potential for businesses and families alike. Offering a vibrant local economy, supportive business environment, and amenities that make it the perfect place to grow your business or start a new chapter in your life. Scenic parks, recreational activities, unique shops and delicious local dining, Pequot Lakes is where community spirit and opportunity come together. Pequot Lakes, Minnesota—your next great adventure starts here.
- Would the EDC like to pay for additional ads during the Winter State Tournaments – Basketball and/or Hockey?
  - If it's decided to do this, EDC is only charged if the team(s) qualify.
  - Note: Plans are for boys and/or girls. All tournaments are separate events.

### **FINANCIAL IMPLICATIONS**

- See attached flyers for options available for Basketball and Hockey

### **EDC ACTION REQUESTED**

Motion from EDC on how to proceed.

# State Tournament Hockey

R & J Broadcasting, Inc. and Webcast at [rjbroadcasting.com](http://rjbroadcasting.com)

- **\$ 350 Package One Time Cost**
  - o One 30-second Ad in each broadcast
  - o Name mention sponsorships with player interviews and good luck ads
  - o Feature sponsorship in game\*\*
  
- **\$250 Package One Time Cost**
  - o One 30-second ad in each broadcast
  - o Name mentions in player interviews & good luck ads
  
- **\$150 Package**
  - o One 30-second in each broadcast. **Per game package**



Broadcast includes pregame and postgame show.

\*\* Scoreboard feature is \$450, Timeout feature is \$400. (One-time cost) Features are exclusive in-game 'programs' you can sponsor, with a 10-15 second live read for your business tied with the chosen feature. Examples: Pregame show, starting lineups, opening tip, etc.

**\*\*\*\*The team is guaranteed two games, playing three with at least one win.**

Please circle the option you'd like above and sign below for your approval. Thank you for your business!

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Business/Date

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R & J Rep/Date

# State Tournament Basketball Packages

R & J Broadcasting, Inc. and online at [rjbroadcasting.com](http://rjbroadcasting.com)

- \$ 350 Package **One Time Cost**
  - o One 30-second Ad in each broadcast
  - o Name mention sponsorships with player interviews and good luck ads
  - o Feature sponsorship in game\*\*
  
- \$250 Package **One Time Cost**
  - o One 30-second ad in each broadcast
  - o Name mentions in player interviews & good luck ads
  
- \$150 Package
  - o One 30-second in each broadcast. **Per game package**



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**Please circle the option you'd like above and sign below for your approval. Thank you for your business!**

\_\_\_\_\_  
Business/Date

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R & J Rep/Date