



Let's  
Bridge the Gap  
this Christmas!



**This year, Lake 961FM is partnering with  
The Bridge Food and Diaper Bank  
to provide the children they serve with a Christmas Stocking  
filled with things they'll love!**

This **full circle holiday media campaign** provides optimum brand exposure via on air, on site, digital media, and social media - before and during Lake 961's Christmas Music Marathon, throughout the many Lake 961 digital media platforms, and onsite during three local Christmas Parades –

**PLUS PUTS SMILES ON SO MANY CHILDREN'S FACES!**

- Commercials *promote* your holiday sales, events, or say thank you to your customers and clients!
- Live and recorded on air sponsor mentions *provide* constant top of mind awareness during Lake 961's Christmas Music season – which earns top ratings from our listeners!
- All Digital and Social Media posts will *link* to your chosen pages and sites throughout the campaign – on Facebook, Instagram, YouTube and Lake961.com!
- On site exposure during the Lake Geneva, Elkhorn and Burlington Christmas parades, via announcements, and during the Sponsor Thank You party directly *connects* you to a great cause!
- Creative and inviting Point of Sale collection signage in your store or business visually *unites* your brand with the Bridge the Gap Stocking Stuffer Holiday Campaign!

**All we ask is that you send us a good quality logo right away and have all your employees encourage every customer to donate a small stocking stuffer item!**

**Then, join us for a Sponsor Party at 2 Brothers Bar and Grill so The Bridge Food and Diaper Bank and Lake 961 can thank you for your support!**

**It's that simple!**

**Choose one of the two packages curated specifically for small businesses on the next page, and we'll begin planning your participation in the Bridge the Gap Stocking Stuffer Holiday Campaign!**