

# Putting Texans Back to Work

A Cumulus DFW Career Event

March 9<sup>th</sup>, 2016

Plano Centre

9 a.m.-3 p.m.



CUMULUS



# Putting Texans Back to Work

Attendance in the Thousands . . . Awareness in the Millions

Sep 2015, Arlington, TX: 2600+ Job Seekers    March 2015, Plano, TX: 3500+ Job Seekers

- **Make a HUGE branding statement.**

Companies benefit greatly from the Cumulus Job Fair due to publicity, PR value, and brand development.

- **Efficiently fill open positions**

Meet thousands of candidates. Look them in the eye. Talk face to face. We've delivered results for 450+ companies and 27,000+ job seekers in seven prior events

- **Support People Seeking a Better Life**

When your company associates itself with this kind, well-intentioned and essentially humanitarian event, you are demonstrating that your company cares.



# Why Does The Cumulus Job Fair Succeed? Because Cumulus Radio Delivers Awareness!

This is the only job fair in North Texas to use the power of **seven highly popular radio stations**, with **well-known personalities**, to insure attendance and results.

Loyal listeners with diverse ages, interests, and backgrounds tune in daily to follow their favorite on-air hosts. This personal, one-on-one interaction provides a unique opportunity to connect directly and drive response. ***Putting Texans Back To Work is promoted so heavily that 4 million people constantly hear about it for the 2 months leading up to the event.***

## Who Will You Reach?

Cumulus reaches **3 million+** Metroplex adults each week



Our award winning News-Talk-Information stations reach 600,000+ educated, upscale adults.



Our award winning Sports-Talk stations dominate this category, reaching 700,000+ interested involved adults.



Our Country stations are among the most popular in DFW, entertaining over 1.4 million loyal followers.



Our New Hit Music station reaches over 825,000 young adults in the Metroplex.





# When and Where?

## Plano Centre on March 9<sup>th</sup>



**The Plano Centre** is a beautifully landscaped meeting facility that accommodates thousands. The Plano Centre is easy to find on Spring Creek east of US 75 and is a key conference location for North Dallas, Denton and Collin Counties.

# Why?

## Expect to Hire Great Candidates!



**Polk Mechanical** – “Hired four tradesmen, six trainees!”  
“What we like best was the steady flow of people all day long. Although there were a lot of people, it never felt cramped or crowded. We hired four skilled tradesmen and six trainees from applications received the day of the event.”



**Braum's Ice Cream and Dairy Stores** – “Great Turnout!”  
“The turnout was great! We hired at least three managers and several regular crew members for our stores in Grand Prairie, Irving, Arlington and Fort Worth. We were really impressed with how many applications we received!”



**The Home Depot** – “Busy and Productive!”  
“We enjoyed this event! It was very busy and productive. We were visited by at least 300 potential candidates over the seven hour period. It was fairly intense! There was always a line and we spoke to candidates in rapid succession with very few lulls along the way.”

# Putting Texans Back to Work

## What Will Participation Mean for You?

- **Reach Millions!**

- Choose a major sponsorship, and the extensive promotion will be powerful

- **Meet Thousands!**

- Cumulus Job Fair events have a history of attendance numbering 2,600+ in each of our 7 previous events

- **Improve Your Image!**

- 4 million people affirming your company's support of an event helping thousands

- **Build Your Brand!**

- The Cumulus Job Fair is a time proven strategy for branding effectiveness.



Join the hundreds of companies who continue to use Putting Texans Back To Work



# Taking Part in Putting Texans Back to Work

## EXCLUSIVE Title Sponsor: \$50,000 NET

- At least 1,500 on air mentions and 1,500 online mentions across 7 stations beginning 1/18/16
- Sponsor presence on all 7 station websites and on event website
- \$40,000 media schedule running in Q1 and/or Q2 2016 on any of our 7 stations
- Double booth with first choice on the location

## Presenting Sponsor (3 available, category exclusive): \$20,000 NET

- At least 500 on air mentions and 500 online mentions across 7 stations beginning 1/18/16
- Sponsor presence on all 7 station websites and on event website
- \$15,000 media schedule running in Q1 or Q2 2016 on any of our 7 stations
- Double booth

**Platinum: \$5000 NET-** A double booth and a \$4000 media schedule to run on any of our 7 stations on air or online

**Gold: \$2500 NET-** A single booth (10 X 10) and a \$2000 media schedule to run on any of our 7 stations on air or online

**Silver: \$1400 NET-** Double booth 16' X 8' or 20' X 8'

**Bronze: \$800 NET-** Single Booth 10' X 8'

## Liability Release And Hold Harmless Agreement

(Business Name): \_\_\_\_\_ ("Vendor") herby agrees that it will not hold liable Susquehanna Radio Corp., a subsidiary of Cumulus Media Inc, radio station(s) KTCK, KLIF-FM, KSCS, KPLX, WBAP, KLIF-AM, KESN, and their parent companies, subsidiaries, affiliates, members, directors, officers, employees and agents (the "Cumulus Parties") for any loss, injury or damage to Vendor's property or the Vendor's employees, representatives or agents due to fire, theft, accidents, or any cause whatsoever that may arise or occur in connection with their participation in the "Cumulus Putting Texans back to work Job Fair March 2016" being held on March 8<sup>th</sup> & 9<sup>th</sup>, 2016 at the Plano Centre in Plano, Texas (the "event"). Vendor herby covenants and agrees to indemnify and hold harmless the Susquehanna Radio Corp., a subsidiary of Cumulus Media Inc from and against any and all claims. Liabilities, losses and costs (including reasonable attorneys' fees) arising from or in connection with Vendor's participation in the Event (meaning, without limitation, Vendor's acts and omissions or the acts or omissions of Vendor's employees, affiliates or representatives) and any products and services provided by Vendor in connection with the Event.

**Signature:** \_\_\_\_\_ **Title:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **Net Investment:** \_\_\_\_\_

**Company Name (as you'd like listed on booth signage):** \_\_\_\_\_ **Contact Phone Number:** \_\_\_\_\_

**Contact Name (for event check in information):** \_\_\_\_\_ **Contact Email Address:** \_\_\_\_\_

**Positions you will be filling (for inclusion on our website):** \_\_\_\_\_

**\*\*Details/Terms/Conditions:** Booth payment and all paperwork is due at time of sale. In Plano, a single booth is 10' wide by 8' deep and a double is either 16' wide by 8' deep or 20' wide by 8' deep, depending on location. Booth includes a table, 2 chairs and a wastebasket. Booth assignment to be made by Cumulus management and will be supplied in client move-in packages, unless otherwise noted above.

