

“The Renee Bobb Radio Show”



“Real Empowerment for Real Issues Producing Real Results”

The Renee Bobb Show Sponsorship Package

The Renee Bobb Radio Show

Airing on:



**880 AM WMDB
THE BIGMOUTH**

And

www.BlogTalkRadio.com/TheReneeBobbShow

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2010 SPONSORSHIP OPPORTUNITIES

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www.ReneeBobbMedia.com

About The Renee Bobb Radio Show

The Renee Bobb Show which airs on:

- 880 AM TheBigMouth: Monday's from 5:00 PM to 6:00 PM
- www.BlogTalkRadio.com/TheReneeBobbShow: Tuesday's from 9:00 AM to 9:30 AM
- We will also be streaming online at <http://www.ustream.tv/channel/the-renee-bobb-show>: 24 hours/7-days a week

The Renee Bobb Show has been on the air since 2007 and is a Positive, Empowering and Inspirational Radio Show committed to uplifting it's listeners to design the life they desire to live. We will focus on Career Empowerment, Small Business Development, Financial Empowerment, and Entrepreneurship.

All of my guests are passionate about their areas of expertise. They will share empowering stories, creative strategies and community resources designed to uplift the listeners.

We interview authors and business owners who have excelled in the publishing industry. These experts share their experience, secrets and the keys they used to achieve success.

Becoming a guest on **The Renee Bobb Show** is an opportunity to join forces with a company that believes in the empowerment of both individuals and the community at large.

About 880 AM TheBigMouth

COVERING ALL OF MIDDLE TENNESSEE

Our Audience

- Each day, WMDB 880AM reaches out to over 41,000 listeners, appealing equally to both men and women.
- Our audience is 51% female, 49% male
- 64% of listeners Own their homes
- 64% of listeners are married, 36% are single
- 32% have a bachelor's degree or higher, 54% have some college or technical training
- 72% of listeners are aged 35+
- Talk Radio listeners are more likely to own their own homes
- Talk Radio listeners are loyal. They listen at work, predominately in their cars and on the weekends
- Talk Radio spend their money in enjoying the bounty of blessings: they are 45 percent more likely than general urban radio listeners to buy sports utility vehicles, 11 percent more likely to purchase furniture, 11 percent more likely to hold investment products

About BlogTalkRadio

According to **BlogTalkRadio.com** it is the world's first social radio network. **BlogTalkRadio** is a platform that gives anyone, anywhere the ability to broadcast live; hosting millions of conversations and aggregating like minded individuals into diverse communities.

An Engaged Community of Millions of Listeners

Being a host on **BlogTalkRadio** I am Branding Social Radio Networks which provide a highly versatile branded portal where I create and engage my target audience in compelling conversations.

How I use a Branded Radio Network?

- Broadcast the Brand
- Establish Credibility
- Feature Multiple Voices
- Build a Community
- Interact With My Audience

Visit www.BlogTalkRadio.com and click on Media Package to get more information.

Our Audience

Monthly Visits/Listens

- 3.1+ unique visitors
- 5.7+ million listens

As of August, 2011 we currently have over 45,375 weekly listeners.

Age

- 32% Age 18-34
- 35% Age 34-54
- 13% Age 54+

Gender

- 47% Female
- 53% Male

Household Income

- 47.8% have a hold income greater than \$60,000

Household Size

- 94% have at least 2 people in their household



About Renee Bobb

Author, Radio & TV Show Host , Speaker, & Entrepreneur



Renee Bobb is an authority in the field of self-publishing and small business development. Her company, R.B.I. Enterprise www.ReneeBobb.com and www.ReneeBobbMedia.com is a small business-consulting firm, designed to provide aspiring entrepreneurs with adequate information and resources for effective business maintenance and expansion.

Renee is the winner of the 2005 Small Business Administration, Virginia Women in Business Champion of the Year Award.

As Self-Publishing Consultants, we work with aspiring authors who want to learn how to write, market and self-publish their own books. Renee has four non-fiction books published including; *Start Smart: The Women Entrepreneur Guide* and her top-seller, *The Self-Publishing Process: The Beginners Guide to Book Publishing Success*.

Over the past four years Renee has trained over 1,700 individuals on how to publish their own books. We have worked with over 85 writers and helped them to publish their own books, as well as 6 local authors who landed a book publishing deal with a national publishing company.

Renee is the founder and coordinator of the National Writers Empowerment Conference & Book Expo, www.NationalWritersEmpowermentConference.com. Over the past 4 years, Renee has seen amazing growth with the conference servicing over 675 event participants.

As a reoccurring panelist for the National Publicity Summit (www.RTIR.com), Renee has had the opportunity to share her story and strategies to help aspiring authors to land TV and Radio Interviews with National TV and Radio Stations across the country.

One of the highlights of Renee's career is having the opportunity to host and produce her own TV Talk Show called "*The Author's Review*", which airs on the Public Broadcast Station in Richmond, VA, Charlottesville, VA and , Time Warner in Staten Island, NY and in 2009, Nashville, TN on Community Access TV. Her show reaches over 2 million households. The goal of the show is to provide the viewing audience with information on publishing. We also introduce local authors who have followed their dreams, tapped into their creative writing skills, and published their own books. Renee's TV Show has won the 2006-2007 Broadcast of Excellence Award for Charlottesville Comcast Cable.

Renee has recently launched "*The Renee Bobb Radio Show*" which airs every Tuesday on www.BlogTalkRadio.com/TheReneeBobbShow. With so many talents to share, public media is no stranger to Renee.

Benefits of Sponsoring “The Renee Bobb Show”

1. Advertisement on The Renee Bobb Radio Show
2. National Interview on The Renee Bobb Radio Show
3. Commercial Advertisement on The Renee Bobb Show
4. Logo placements on the front page of both of our web sites
5. Promotion of your products or services through our events, contest, and giveaways.
6. Name, brand, logo and website on all printed marketing materials
7. Name, brand, logo and website included in all e-mail blasts sent to over 10,000 contacts
8. Distribution of your business promotional flyers, brochures and/or business cards at events where Renee is speaking.
9. Press Release announcements distributed via online and offline media contacts
10. Special announcement on LinkedIn, Facebook, and Twitter
11. Business information to be included in The Author’s Review Newsletter, which currently has over 4,500 subscribers
12. Opportunity for your company to make a presentation at all 6 Financial Workshops

The Renee Bobb Radio Show Marketing Plan

Start Date: August 2011

End Date: August 2012

Target Market: Men and Women between the ages of 30 and 65, Church ministries, women ministries, Pastors, Christian Colleges and Universities, and Church members of mega Churches. Writers Conference and Conventions. Career Fairs as well as the Corporate Market.

Methods for Reaching Target Market: Internet, book signing at libraries and bookstores, presentations at writers organizations, conventions, seminars and workshops, book clubs, TV, radio, and newspaper interviews. Be a guest speaker for college organizations. Church groups, ministries, organizations, specialty stores and online bookstores.

Marketing Materials Distributed

1. T-shirts
2. Hats
3. Greeting Cards
4. Postcards
5. Book markers

Active Websites

1. www.ReneeBobb.com
2. www.ReneeBobbMedia.com
3. www.Twitter.com/ReneeBobb
4. www.FaceBook.com/ReneeBobb
5. www.Linkedin/ReneeBobb

Direct Mail Campaign

- Mail postcards to book clubs and church organizations
- Mail postcards and marketing materials to newsletter subscribers
- Mail announcement to colleges, military bases, corporations, non-profit organizations, libraries and Internet Groups

Book Signing

- University and college bookstores
- Christian Bookstores
- Chain Bookstore
- Church Bookstores.

Guest Speaker at:

1. College and Universities Business Department
2. Historical Black College and Universities
3. Adult and Continuing Education Centers
4. College Alumni
5. Libraries
6. Minority Business Clubs
7. Church Ministries
8. Women's Networking Group
9. Non-profit Board Meetings
10. Transitional Military Programs
11. Large and Small Businesses
12. Career Fairs
13. Organizations
14. Employment Forums

Professional Support to include:

1. E-mail announcements sent to top 50 online financial blogs
2. E-mail announcements sent to top 50 online financial and women's newsletter
3. Press releases sent to top influential news and Public Relations websites

Internet Promotions to include:

1. Banner Exchanges with Major Exchange Rings
2. Banner Placement
3. Author Spotlight on Spotlight Richmond.com
4. Electronic Newsletter and Blogging
5. E-mail submissions to magazines and reviewers
6. Guest on podcast Radio Shows
7. Guest on Webinars relating to finances
8. Featured guest on Tele-classes and Tele-seminars relating to finances

Additional Marketing

- **Scheduled to be a guest on Radio Shows**
- **TV Interviews on Local and National Cable TV Shows**
- **Schedule books signing at local and national conferences and conventions**
- **Print Media: Submit articles and Press Releases to local, regional and national newspapers and magazines**
- **Establish On-Line Affiliations as a featured author**
- **Actively Blogs and promote book on Blogging sites**

Sponsorship Levels

Platinum: \$5,000

- 3 on-air mentions/12 mentions per month (tonight's show is brought to you by _____ located _____, etc.) at the beginning, middle and ending of the Radio program.
- One 30 second commercial airing during Radio Show for 6 months
- Logo placements on the front page of all three of our web sites for 6 months
- Promotion of your products or services through our events, contests, and giveaways.
- Name, brand, logo and website on all printed marketing materials
- Name, brand, logo and website included in all e-mail blasts sent to over 10,000 contacts.
- Distribution of your business promotional flyers, brochures or business cards at event where Renee is teaching, speaking and vendor.
- Press Release announcement distributed via online and offline media contacts.
- Special announcement on LinkedIn, Facebook, and Twitter.
- Business information to be included in The Author's Review & Another Avenue Around the City Newsletter, which currently has over 8,500 subscribers
- 30-Minute interview on *The Renee Bobb Radio Show*
- Vendor table at the events sponsored by Renee Bobb

Gold: \$3,000

- 2 on-air mentions/12 mentions per month (tonight's show is brought to you by _____ located _____, etc.) at the beginning and ending of the Radio program.
- One 30 second commercial airing during Radio Show for 3 months.
- Logo placements on the front page of all three of our web sites for 3 months.
- Promotion of your products or services through our events, contests, and giveaways.
- Name, brand, logo and website included in all e-mail blasts sent to over 10,000 contacts.
- Name, brand, logo and website on all printed marketing materials
- Distribution of your business promotional flyers, brochures or business cards at events where Renee is teaching.
- Press Release announcements distributed via online and offline media contacts.
- Special announcements on LinkedIn, Facebook, and Twitter.
- 30-Minute interview on *The Renee Bobb Radio Show*
- Vendor table at the event sponsored by Renee Bobb

Silver: \$2,000

- One 30 second commercial airing during Radio show.
- Logo placements on the front page of all three of our web sites for 3 months.
- Promotion of your products or services through our events, contests, and giveaways.
- Name, brand, logo and website on all printed marketing materials
- Name, brand, logo and website included in all e-mail blasts sent to over 10,000 contacts.
- Distribution of your business promotional flyers, brochures or business cards at events where Renee is teaching.
- Press Release announcements distributed via online and offline media contacts.
- Special announcements on LinkedIn, Facebook, and Twitter.
- Logo on all marketing materials.
- Business information to be included in The Author's Review Newsletter & Another Avenue Around the City Newsletter, which currently has over 8,500 subscribers
- Vendor table at the events sponsored by Renee Bobb

Bronze: \$1,000

- Logo placements on the front page of all three of our web sites for 1 month.
- Promotion of your products or services through our events, contests, and giveaways.
- Name, brand, logo and website on all printed marketing materials
- Name, brand, logo and website included in all e-mail blasts sent to over 10,000 contacts.
- Press Release announcements distributed via online and offline media contacts.
- Special announcements on LinkedIn, Facebook, and Twitter.
- Logo on all marketing materials.
- Business information to be included in The Author's Review & Another Avenue Around the City Newsletter, which currently has over 8,500 subscribers

Entrepreneur Home-Based Business Sponsor: \$150

- Promotion of your products or services through our events, contest, and giveaways.
- Name, brand, logo and website on all printed marketing materials
- Name, brand, logo and website included in all e-mail blasts sent to over 10,000 contacts.
- Special announcements on LinkedIn, Facebook, and Twitter.

"The Renee Bobb Radio Show"



"Real Empowerment for Real Issues Producing Real Results"

The Renee Bobb Media Group Sponsorship Package

Sponsorship Application

(Please Print)

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

- | | | |
|--|----------|-------|
| <input type="checkbox"/> Platinum Sponsorship | \$ 5,000 | _____ |
| <input type="checkbox"/> Gold Sponsorship | \$ 3,000 | _____ |
| <input type="checkbox"/> Silver Sponsorship | \$ 2,000 | _____ |
| <input type="checkbox"/> Bronze Sponsorship | \$ 1,000 | _____ |
| <input type="checkbox"/> Home-Based Business Sponsorship | \$ 150 | _____ |

Total Enclosed _____

Payment Details

METHOD OF PAYMENT (Payable to R.B.I. Enterprise): Cash Check Money Order

MAIL TO: P.O. Box 583, Hermitage, TN 37076

Credit Card: Visa MasterCard

Number: _____ Exp. Date: _____

Signature: _____ CVC #: _____

Phone: (615) 753-5647 E-mail: bobbrenee@yahoo.com Web Site: www.ReneeBobb.com

Marketing Materials Enclosed

(I will provide camera ready marketing materials to include . . .)

_____ Banner _____ 30-second Radio and/or TV Commercial

_____ Business Logo _____ Promotional items business cards, brochures, etc.