



Dollywood Marketing-Ashley  
2700 Dollywood Parks Blvd.  
Pigeon Forge, TN 37863



Email: aadams@dollywood.com  
Fax: 865.428.9494

## ***2013 Radio Promotional Proposal***

Thank you for your interest in doing a promotion with Dollywood/Dollywood's Splash Country. Please take a few minutes to **REVIEW and COMPLETE** this form and return it to the Marketing Office via fax or email. We look forward to working with you on a promotion that will be mutually beneficial to both your radio station and to Dollywood/Dollywood's Splash Country.

### **Please keep a few rules in mind when completing this proposal:**

- Dollywood/Dollywood's Splash Country **do not** trade tickets for advertising.
- Dollywood/Dollywood's Splash Country promotional tickets **CANNOT** be sold.
- Dollywood/Dollywood's Splash Country tickets **must be given away on-air through contesting only.** Using tickets for remotes, register-to-wins, etc. are not permitted.
- Dollywood/Dollywood's Splash Country **no longer** require affidavits. If you are required to send them by your company then please send them to the address above.
- Dollywood/Dollywood's Splash Country **do not** participate in combination promotions with other entities that do not match the values of the company and do not participate in promotions where the parks are not the sole purpose of the promotion.
- Dollywood/Dollywood's Splash Country reserves the right to approve any other partners in the promotion.
- Dollywood/Dollywood's Splash Country reserves the right to deny any radio promotion request or limit the amount of promotions per radio station per year.
- Participating radio stations **must use** the radio copy Dollywood/Dollywood's Splash Country provides.
- Dollywood/Dollywood's Splash Country **do not** participate in promotions longer than a two-week period (Monday-Friday). We must have this promotional proposal three weeks prior to proposed dates for promotion.
- Each proposal needs to be submitted individually.

Failure to comply with all rules listed above may forfeit your station(s) from future promotional opportunities with Dollywood/Dollywood's Splash Country.

If you have any questions, please contact **Ashley** at the email address listed above.

**By signing below, you are stating that you understand and agree to all the rules listed on Page 1 and that you have completed this form in its entirety. Failing to complete this form or by choosing to not adhere to the rules may result in a forfeit of promotional opportunities for your radio station. Fax application to "Ashley" @ 865.428.9494 or email information to [aadams@dollywood.com](mailto:aadams@dollywood.com).**

Signature: \_\_\_\_\_ Date: \_\_\_ / \_\_\_ /13

Call Letters: \_\_\_\_\_ AM or FM Wattage: \_\_\_\_\_ Format: \_\_\_\_\_

Average Spot Value: \$ \_\_\_\_\_ Website: \_\_\_\_\_

Designated Marketing Area (DMA): \_\_\_\_\_ Recent Arbitron Rating: \_\_\_\_\_

Contact Name (please print): \_\_\_\_\_

Physical Station Address: \_\_\_\_\_  
(No P.O. Box)  
\_\_\_\_\_

Email Address: \_\_\_\_\_ Phone # \_\_\_\_\_  
\*\*\*\*\*

START DATE and END DATE for Promotion: \_\_\_\_\_ (We must have this promotional proposal three weeks prior to proposed dates for promotion.)

**\*Dollywood/Dollywood's Splash Country provide one pair of tickets for morning drive time or afternoon drive, up to 20 tickets, per promotion. Tickets must be distributed as follows: one pair, per day for two weeks, Monday – Friday. \*All tickets must be given away to winners from an on-air contest.\***

Please circle the park preferred for promotion: Dollywood / Dollywood's Splash Country

Theme or Name of Promotion (i.e. Smoky Mountain Getaway, Dollywood's Splash Country Getaway, Christmas in the Smokies, Fall Festival, etc.): \_\_\_\_\_

List other prizes to be included in this promotion (i.e. hotel rooms, gift certificates, prizes, etc.)

\_\_\_\_\_

Please indicate if you are interested in a Live Remote? YES NO  
Preferred-Park: Dollywood or Dollywood's Splash Country Date: \_\_\_\_\_ Time: \_\_\_\_\_

Provide a comprehensive, **detailed** list of what your station is providing for this promotion:

\_\_\_\_\_

(Please use additional page if necessary.)

**TOTAL PROMOTIONAL VALUE provided to Dollywood:**

\$ \_\_\_\_\_ (Include estimated spot total + web site presence + on-air mentions, etc.)

Before submitting, please review this sheet and make sure it is completely filled out.