



Kicks 101.5 "Boys of Fall" promotion at Hiram High on October 29!!

Please read the below correspondence from Kicks 101.5 promotions director regarding Hiram High's inclusion in their Boys of Fall promotion...

MEMORANDUM

My name is Christy Ullman and I'm the promotions director at KICKS 101.5 - Atlanta's # 1 Country Station! I got your contact info from Lee Baker with The Touchdown Club of Atlanta, and Todd Holcomb with the Georgia High School Football Daily...they have both been very helpful with a promotion that we are putting together.

As you may know, Kenny Chesney has a hit song out right now called "The Boys of Fall" - and it's all about high school football! KICKS 1015 is going to be doing our own "Boys of Fall" promotion in October where our morning show (Cadillac, Dallas & Tug) will be visiting four area high school football games in October. We'd love to have your permission to come to the Hiram vs Pope game on Oct 29.

Here are some bullet points on what we've got in mind:

- * We'd like to be onsite for a pre-game "party" 6p til 8p
- * Our morning show, Caddy, Dallas & Tug, will be there...along with a promotions assistant
- * We'd like to offer one Kenny Chesney autographed football for your Booster Club to have...they can raffle it off at the game with proceeds going to the Booster Club...we would need for the Booster Club to totally handle the selling of the raffle tix, collecting money, etc
- * We'll also do a register-to-win at our tent for the chance to win the "first pair" of tickets for Kenny Chesney's 2011 Atlanta concert! (Cadillac & Dallas will announce the winner the Monday morning following the football game; tix provided by radio station)
- * We'll need space for a station vehicle and 10x10 tent, and access to power (for a small sound system to play the station if that's ok with you)
- * We will have some mini KICKS footballs that we can give out at each game...Caddy/Dallas/Tug can throw into the crowd
- * If there are any pre-game opportunities for Caddy/Dallas/Tug we're up for that too...announcements, on-field recognition, whatever!
- * And of course, Caddy, Dallas & Tug will be promoting their appearance at the game on-air during the mornings leading up to the game!