



Downtown  
Cobourg  
—

*Spread the word...*

*Downtown Cobourg is AWESOME!!!*

**Presented To:** Tracey Lafleche

Presented By: John Connor – UCB Canada

Phone: 289-771-1822

Email: [j.connor@ucbcanada.com](mailto:j.connor@ucbcanada.com)

“Radio is word of mouth  
that YOU control.”

- Dan O'Day, [danoday.com](http://danoday.com)

# *Before we get started...*

Based on previous initiatives, we have two objectives:

- 1) *A vehicle to promote several, strategic seasonal and promotional events executed by the DBIA*
- 2) *Ongoing, regular branding of Downtown Cobourg as a means of promoting the core as an essential, vibrant and beneficial place for everyone to support and enjoy!*

# Why a Long-term Campaign?

**CURVE OF FORGETTING MEANINGFUL MATERIAL (THIS MEANS YOU REALLY WANT TO LEARN THIS!)**

- After one day **72%** of what is learned is remembered
- After five days, only **56%** is remembered
- After 10 days, only **47%**
- After thirty days, only **30%**

**What about “meaningless material”?**

**(Most of our commercials fall under this heading the first time you hear them.)**

- After 33 seconds, only **58%** of what is learned is remembered
- After one day, only **34%**
- After six days, only **25%**
- After thirty-one days, only **21%**

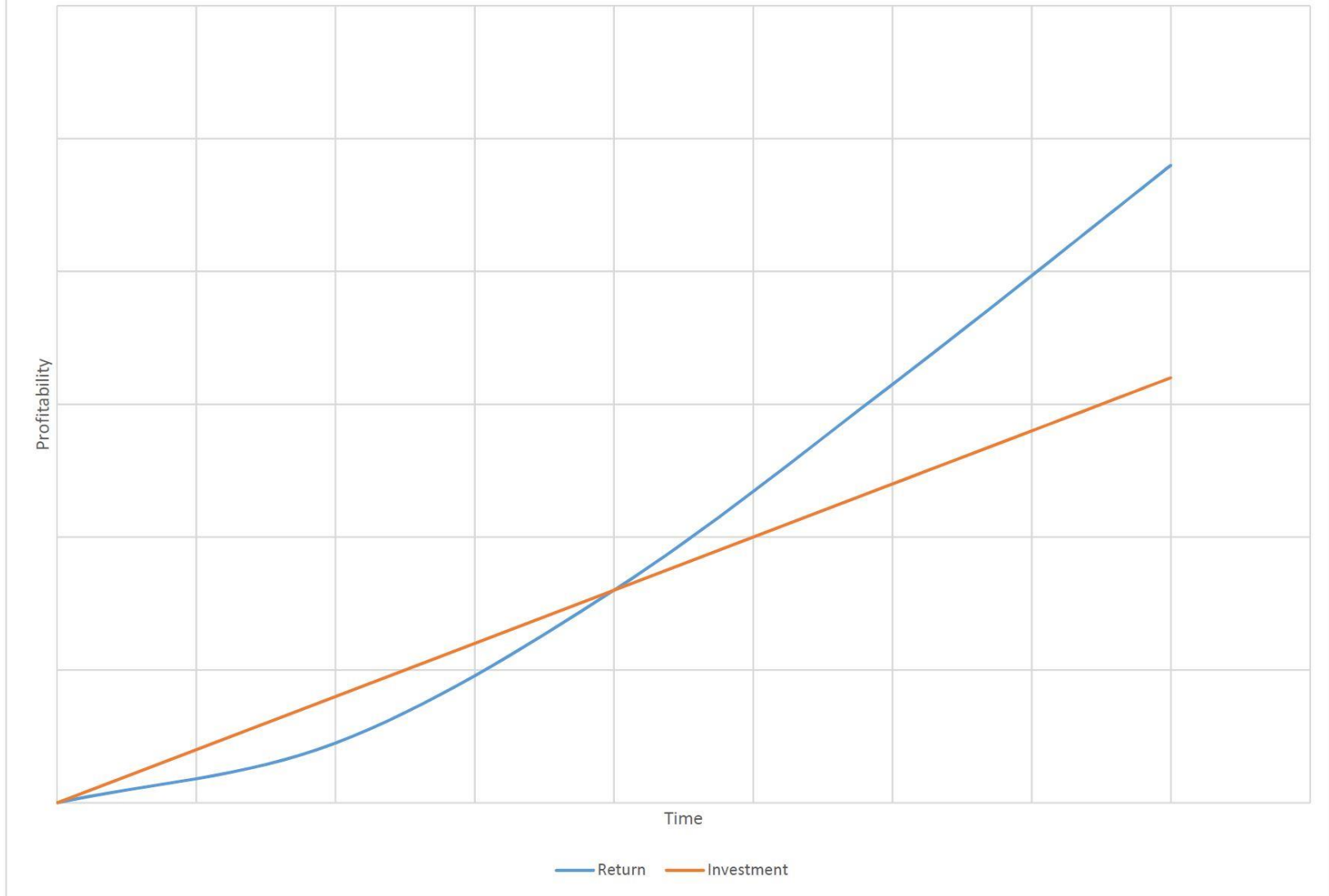
**Educating your customers requires relentless repetition. It doesn't happen in a few days!**

# THE FORGETTING CURVE

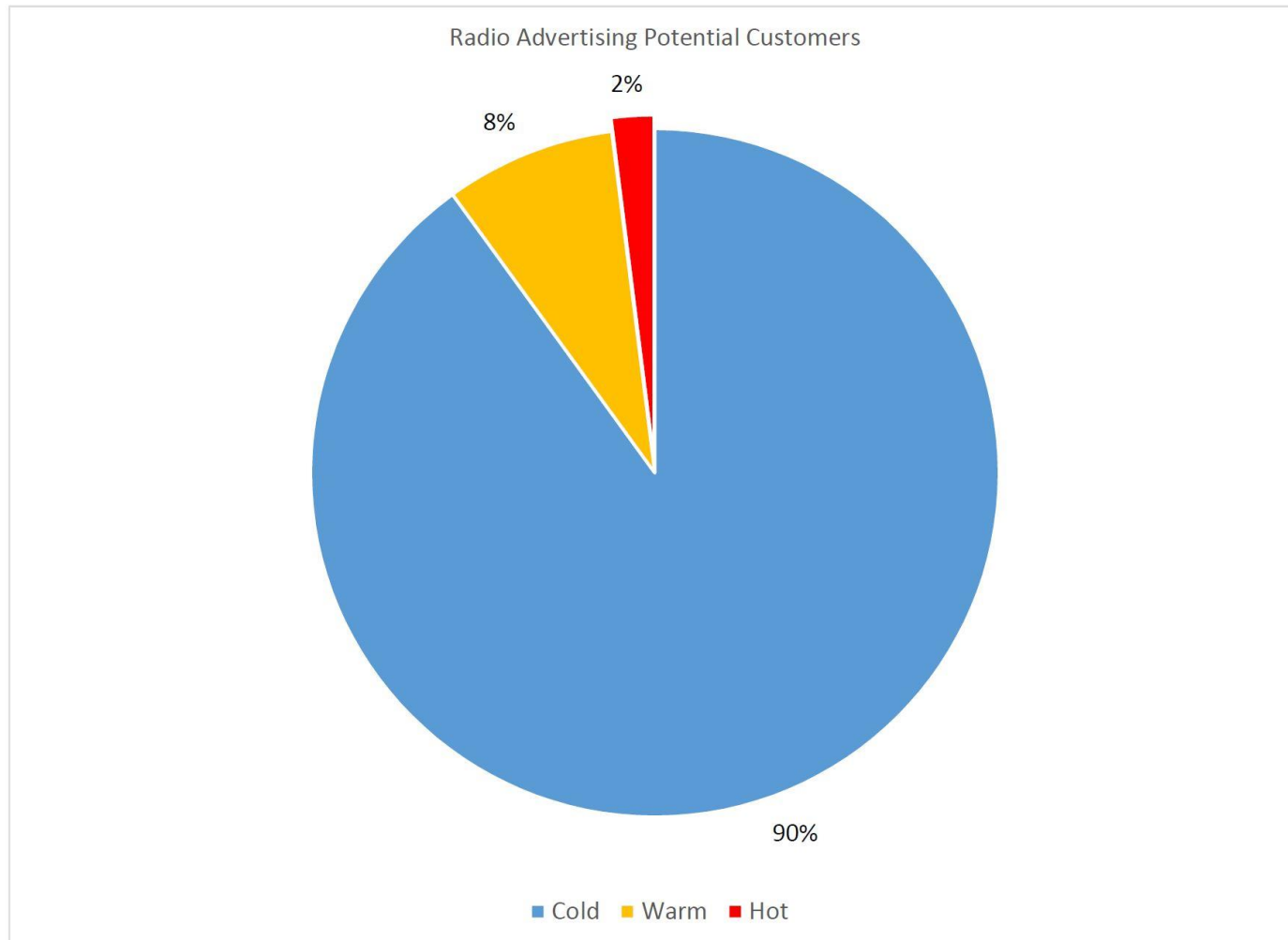
\* Based on the "Ebbinghaus Curve of Forgetting"



Radio Advertising Profitability Over Time



Source: Bryson Broadcasting International, 2018



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# *Why a Long-term Campaign?*

**Educating your customers takes time and much repetition. It's a process...**

- Based on this data, I am recommending that we take a “long-term” approach to your campaign
- While this proposal is based on a 52-week term, we recommend considering this as the start of a 2-3 year strategy



# *Here's an idea of where we might start...*

## **UCB CHJJ-Cobourg Campaign – 52 Weeks:**

- Three x 30-second commercials per day, Mon-Fri:
  - Rotating, event specific campaigns
    - Let us know what events that you KNOW are upcoming in 2021
    - Anytime you have a new initiative or event that needs promotion and we'll come up with creative for you to get it on the air
    - All new copy and production is included in this campaign... no extra charges
  - Ongoing branding campaign
    - We can work together to develop a few general messages that promote Downtown Cobourg throughout the year, in between special initiatives

## **Value Summary**

*Total Rate Card value of campaign is \$9,360*

***We want to partner with you by covering a portion of this:***

- 40% Not-for-Profit Co-Investment (a \$3,744 value)
  - This means that WE are covering \$3,744 of the total investment
  - We're partnering with you!

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**Total Investment for :**

**Cobourg DBIA:**

**\$5,616.<sup>00</sup>** (no tax)

# Thanks for your partnership and trust!



Downtown  
Cobourg  
—



***We're looking forward to growing the Kingdom  
TOGETHER!***

**Total Investment for Crossroads Christian Communications Inc**  
**= \$ 5,616.<sup>97</sup>**

- ☐ Select "Equal Monthly Billing" (\$468.<sup>00</sup> per month)
- ☐ Select P.A.P. (*please complete form*)
- ☐ Credit card
- ☐ Debit account

Notes:

UCB does not charge HST for advertising packages, so all prices are NET as presented

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

UCB Canada Authorizing \_\_\_\_\_ Date \_\_\_\_\_

Note:

*All advertising content and agreements are subject to UCB Canada's Advertising Guidelines (see below).*

A "Sponsorship" Acknowledgement, for the purpose of this agreement, shall be defined as a brief oral mention (approximately 15 seconds in length), mentioning the name of the Sponsor business or service, the address or phone number of the sponsor and the program they are sponsoring. The Sponsorship Acknowledgement will run before the program, during the program or at the end of the program based on the agreement between the sponsor and UCB Canada.

A "Commercial" for the purpose of this agreement, shall be defined as a 30-second or 60-second oral mention, (with or without music) promoting the client's business or service. The client will approve all wording before the commercial is broadcast. The client may also request to hear the commercial before it is broadcast.

The client or sponsor agrees to provide UCB Canada with any background music and or pre-produced "jingles" if client wants background music or sound effects unavailable in the UCB Canada production library.

UCB Canada will make every effort to execute the radio broadcast schedule as agreed on the reverse. However, if due to an act of God, legal restriction, or mechanical failures, any commercial or program sponsorship acknowledgement cannot be broadcast, UCB Canada shall not be held liable, but shall attempt to make-good such occurrences by scheduling replacement commercials as soon as possible after such occurrences. UCB Canada will credit to the Sponsor or Client's account for cancelled program sponsorship acknowledgements or commercials that cannot be replaced.

UCB Canada reserves the right to cancel any scheduled program or program series and replace it with other material deemed more suitable. In such instances, UCB Canada shall notify the Sponsor in a timely fashion and arrange for make-good broadcasts, or for a refund, or a credit to the Sponsor or Client's account, if no make-good broadcasts can be scheduled.

UCB Canada agrees that the sponsorship/commercial fee contained in this agreement shall remain valid for the duration of this agreement, but is subject to change for any ensuing agreement or renewals.

Both parties agree that the sponsor shall have first option to renew sponsorship at the conclusion of the current agreement with UCB Canada at least one month prior to the first broadcast date contained in the renewal agreement.

UCB Canada reserves the right to cancel this agreement upon one month's written notice to the sponsor/client without liability for loss or damage but will refund sponsorship/commercial payments for all programs/ commercials not broadcast during the balance of the agreement period. If a sponsor/client requests cancellation of the agreement, one month's written notice is required by UCB Canada, after which the sponsor will receive a refund of the sponsorship/commercial payments already made for subsequent programs/commercials scheduled for broadcast during the balance of the agreement.

UCB Canada will hold the sponsor harmless from liability unless such liability arises from material provided by the sponsor/client, and the sponsor/client shall hold UCB Canada harmless from liability arising from anything provided by the sponsor/client or anything broadcast on UCB Canada.

The client herein agrees and acknowledges that the following shall apply and be part of any contract with UCB :In the event, through the fault and/or conduct , (whether direct or indirect ) of any advertising client or financial sponsor or donor ,any moral, ethical and/or spiritual standards and beliefs of UCB Canada( as such moral, ethical and/or spiritual standards and beliefs are set out in UCB's Statement of Faith , Letters Patent, and other relevant foundational documents ) are brought into disrepute in any way through the association between UCB and any such advertising client or financial sponsor and/or donor , UCB Canada reserves the right, in the exercise of its sole and absolute discretion and without further notice to the advertising client or financial sponsor or donor , to terminate such association and cancel this contract forthwith and regardless of any remaining and/or unperformed term or obligation of such contract upon UCB. In such event, UCB shall refund any prepaid balance to such party less the amount of outstanding invoices, if any, reasonable production costs, if un-recouped, and administrative fees equal to 15% of the total contract price.