

THE  
RIVER  R

Revised  
04/04/24

## Concept Overview:

- 93.7 KCLB and The Eagle 106.9 will partner with The River at Rancho Mirage to promote local bands to enter a contest to battle for the Coachella Valley Battle of the Bands (or Rock at The River) title.
- 93.7 and The Eagle 106.9 will provide local support with the following
  - Solicit band entries 05/01 - 05/31 on air with live announcements, radio schedule, targeted digital campaign and social media posts
  - Promote Battle of the Bands 10/05-10/26
  - Four live 2 hour remotes to host and MC the Battle of the bands contest every Saturday in October from 7-9pm.
  - Enter via link on 93.7 KCLB or 106.9 The Eagle website
  - Collaborate with The River to determine 9 finalists who will compete (3 each week for 3 weeks, on the 4th week the winner from each round will compete for the title)
  - Overall winner will get a guest interview and their song played on 93.7 KCLB
  - Overall winner will get a guest interview on The Eagle 106.9
  - First round of entries will be vetted by KLCB and a representative from The River, out of all entries, the finalists will be sent to The River at Rancho Mirage to choose 9 final performers to coordinate their performance date
  - The River at Rancho Mirage to provide 3 judges each week to determine the winner
  - 93.7 KCLB to provide voting forms for each of the judges
  - The River to provide the grand prize for the winner



## Promotional Schedule

Calling for Bands 05/01 - 05/31:

- 30 pre recorded promotional spots per week on 93.7 KCLB and The Eagle 106.9 6A-12M - 360 total
- A minimum of 15 live reads each week per station- 90 total per station
- Two social media posts per week per station- 12 total per station
- On air interview with The River at Rancho Mirage to promote band solicitation

**Total Investment: \$3,500**

**Total Value: \$31,900**

Approved By:           Leanne McCutcheon          

Date:           4/19/24          



