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**DaJAM #98Tree 2019**

**MECHANICS: ON-AIR**

***TO PLAY:*** Da Jam wants to see your holiday spirit. Enter to win a brand new iPhone 11 Pro Max by posting your holiday photo on social media and tagging #98Tree. Trance & Mackie will select a winner from all the entries based on their favorite photo.

***TO WIN:*** Upload a holiday photo on social media and tag #98Tree. Be sure that the photo is public.

***PRIZE:*** iPhone 11 Pro Max

**TIMELINE:**

Dec 2 Promotional push begins, recorded promos, jock talk

Upload promo banner with details on using #98Tree

Dec 2 – Dec 19 Contest: 2 weeks (9 days). Calls to action.

Dec 20 Winners selected

**Prize Breakdown:**

* iPhone 11 Max Pro ($1,099)
* Total Promo Budget: $1,099.00

**MARKETING/ADVERTISING OF PROMOTION:**

* DaJAM “Trance & Mackie’s House” Facebook page
* [www.dajam983.com](http://www.dajam983.com)
* [www.mauinow.com](http://www.mauinow.com)

***THINGS TO DO:***

***Programming –***

* Execution of Promotion On-Air, On-Web, Facebook
* Schedule Jock Talk
* Schedule Promotional Announcement
* Communicate and be sure Programming Staff understands the Contest Rules.
* Producing On - Air winner’s bits and Inserting into AV for Air Play.
* TRACK potential winners – all station rules apply.
* Send winner’s name to Promotions.

***Promotions***

* Oversee Execution of Promotion for On-Air, On-Web
* Budgets
* Distribute prize

***Promotions / Web***

* Rules & Regulations for Promotion On-Air, On-Web
* Photo Op of winners – when available and post on-web.