



## **Request for Letter of Interest Radio Media Partner for Marana Star Spangled Spectacular**

The Town of Marana is requesting Letters of Interest from radio broadcasting companies seeking to be the exclusive radio media partner for the Town's Star Spangled Spectacular event.

The Town of Marana intends to select one radio media partner that;

- Provides coverage promoting the event in the months leading up to the event date
- Reaches an audience that reflects the Marana community, as well as reflects the appropriate tone and scope of the event
- Expands the Town's reach into new audiences that will enhance/grow event attendance

Any additional services provided by the radio media partner that corresponds with the Town's intent to grow awareness and attendance at the event will also be considered, including;

- Live event coverage and on-site presence
- Emcee services
- Sponsor an attraction within the event with the ability to sell additional sponsorships to Town-approved entities
- Recruiting of musical talent for the Star Spangled Spectacular

The Letter of Interest should include;

- Name of applicant
- Name of a contact person including email and phone number
- Brief description of organization and its qualification. Please include target audiences and reach.
- Description of services to be provided
- Interviews may be required at the Town's discretion

All questions related to this LOI process or procedure must be submitted in an email to Vic Hathaway, Communications Manager, at [vhathaway@maranaAZ.gov](mailto:vhathaway@maranaAZ.gov). Send all questions by February 8, 2019 at 4:00 p.m. Arizona time. Answers to questions will be distributed to all interested parties.

Letter of Interest packages will be due February 15 by 3:00 p.m. and emailed to Vic Hathaway at [vhathaway@maranaAZ.gov](mailto:vhathaway@maranaAZ.gov) or delivered and titled;

LETTER OF INTEREST FOR TOWN OF MARANA RADIO MEDIA PARTNERSHIP to;

Town of Marana  
11555 W. Civic Center Dr.  
Marana, AZ. 85653  
Attn: Vickie Hathaway, Communications Manager

Thank you for your interest,

Vickie Hathaway  
Communications Manager  
Town of Marana  
11555 W. Civic Center Drive  
Marana, AZ 85653  
520-382-1984  
vhathaway@maranaAZ.gov