



KONO 101.1

Event & Promotion Opportunities

KONO Eye on Health Channel

KONO 101.1 cares about our listeners and our community and that's why we have taken the time to research and talk to various health professionals, hospitals and agencies about health issues that affect our community.

KONO's Eye On Health channel will feature local doctors, hospitals, medical services and more in San Antonio and surrounding areas. We will direct listeners to visit KONO1011.com to explore local services, find doctors and educate themselves on local issues.

KONO Literacy Program September-December/January-May

KONO 101.1 loves Kids and Kids love KONO 101.1...especially when KONO comes to read to their class. Every other week September - December and January - May, the KONO 101.1 morning show heads off to school with Top Dog in tow encouraging literacy in San Antonio.

KONO and three sponsors present the KONO "Literacy Program". KONO 101.1's morning show host Dave Rios embraces this program. Dave will invite elementary school teachers/parents/listeners to sign up an elementary grade for a Dave Rios reading visit by registering on KONO1011.com. Dave Rios will then randomly select an elementary school grade to receive a special visit from Dave Rios and Top Dog.

Dave Rios will read to the class and donate the book to the school. The Financial Sponsor will make a donation of \$101 to the school library of each selected grade.

Builders Showcase Expo – September

Greater San Antonio Builders Association and KONO 101.1 present the Annual Builder's Showcase Expo at the Alamodome. This is the largest, most exclusive and complete home and lifestyle show in Texas, featuring more than 600 of South Texas' premier companies. A full-size feature homes will be built inside the Alamodome. The event will also feature celebrity appearances.

As the presenting sponsor of this impressive event, KONO has a prominent location. Builders Showcase Expo provides specialized marketing to a targeted audience to enhance your product, increase your exposure, increase your brand awareness, and draw more traffic to your booth and business location to generate increased sales!

Annual KONO Kares for Kids – December

KONO loves kids and dedicates a two-day Radiothon in December to raising money to provide compassionate care to our city's children who are in crisis. Proceeds benefit The Children's Shelter. No amount was too big or small, every little bit helps brighten the life of a child. These donations will buy needed items such as children's clothing, shoes, socks, diapers, books, and more used to provide comfort and relief for the children at the Children's Shelter. Thanks to the generosity of San Antonio and surrounding areas, last year the Annual KONO Kares for Kids Radiothon raised over \$104,000.

'Profile San Antonio' Magazine

"Profile San Antonio" is an upscale business-to-business magazine distributed to over 15,600 local business leaders and owners in the San Antonio area.

This publication is mailed free of charge to the top ranking official listed in the current Donnelley Marketing list of companies with 5+ employees in the San Antonio and surrounding areas. "Profile San Antonio" offers these busy, hard to reach executives with a readable, targeted 'profile' of various San Antonio businesses.

In today's economy, knowledge is power. The magazine provides an avenue to reach businesses with leaders who are also consumers with disposable income.