

## RADIO DATING GAME

### IDEA

Based on the T.V. show, this promotion can be sold to a local bar for a fee that will cover all the costs involved, and provide incredible exposure/traffic for your station and the bar.

### HOW IT WORKS

- 1) Encourage listeners to call in during your morning show to explain why they feel they are the most eligible bachelor or bachelorette in your city. Over the course of a week or two, narrow it down to one guy and one girl.
- 2) Promote on the air several times a day that your radio Dating Game will be held at Sam's Bar on a specified evening.
- 3) Persons who show up to the event with the most station spirit, (dressed in logo colors, call letters painted on dress, bumper stickers all over body, etc.) will be chosen as a contestant.

Choose three guys and three girls. There will actually be two games; the first will be the guy asking the three girls questions, and then vice versa.

- 4) Station will supply questions to the contestants. Have them draw these questions out of a hat. Make the questions fun!!

For example: "If you were a dessert, what would you be?"

"Describe in detail what the perfect kiss would consist of"

- 5) The winning couples should win accommodations overnight somewhere, (separate rooms of course), tickets to a sporting event, etc. These prizes are determined and paid for by the cost of the promotion. The traffic/exposure caused by promoting the event for 4 weeks, is well worth a nice price tag to the bar. This price will of course vary depending on your market size and the involved prizes.
- 6) Contestants who are not chosen, win consolation prizes. This is where you get creative. As follows are some suggestions:

#### Guys

A free video rental  
TV Dinner  
Blow-up Doll  
Hand Cuffs

#### Girls

Trashy romance novel  
TV Dinner  
Box of Kleenex  
A makeover from dept. store

- 7) Make sure that you have all contestants sign a disclaimer that states in some form of another the following:

“I understand that I do not have to go with this person. I can take one half of the promotional prizes myself; one hotel room, one ticket, etc.”

- 8) Have your most charismatic/obnoxious air talent host the game at the bar. GET CRAZY...HAVE FUN!!!!!!

COMPLIMENTS OF HOWARD ROSEN PROMOTION