

The Teddy Bear Patrol[®] TMI



Teddy Bear Patrol[®]
TazMedia, Inc., 480-970-4200

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The Teddy Bear Patrol[®] TMI

- Is a campaign by a Radio Station and a group of Advertiser Partners.
- To collect Teddy Bears from listeners.
- Enough Bears for each
Police Car,
Fire Engine,
Ambulance and
Emergency Room
in the market
- To be given to children in times of trauma.



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The Patrol is . . .

- A one-of-a-kind community service campaign,
- A High Revenue sales promotion,
- A market "franchise".
- A program that takes the station to the CEO level
- who then becomes A Partner.



At the Mall

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How it Works

- The station conducts an on-air campaign.
- Asking listeners to bring 10-inch high Teddy Bears to Sponsor locations.



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Listeners drop off Bears at participating *Patrol Stations*

- We supply the collection kiosks that are located at advertisers' place of business.
- The Bears are then picked up and collected by a "Delivery Partner"
- Station and advertiser have a Party inspecting and bagging the Bears. Then . . .



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The Bears "Go On Duty" Emergency Caregivers Come to Pick up their Recruits.

- This is a prepared event, at a high traffic location (Mall parking lot) That includes . . .
- Police & Firefighters & their vehicles,
- Your Sponsor Partners,
- AND THE PRESS. IT ALWAYS GETS COVERAGE



*There's always
Television coverage*

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We show the station How To:

1. Present it to the advertiser/business community.
2. Conduct an on-air Campaign
3. Conduct two meetings (press conferences) for advertiser and Emergency Care leaders.
 - First at *Campaign Kickoff*,
 - Then a *Victory Celebration* Placing the Bears "On Patrol."
4. With our success templates - produce some great on-air promos.
5. Provide a liaison person - usually from Promotion - to stage events.
6. Provide storage space - for collection box storage for the next campaign.

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What the advertiser receives:

- Intense on-air identification as a sponsor.
- Logo on all printed material & press releases..
- Signage at business place.
- Pull through traffic at a collection points.
- Signage and recognition at Kickoff event and Victory event.
- Close association and identification with a one-of-a-kind community program



*In Tucson, the
Major Sponsor was . . .*

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What TazMedia does

1. Provide a complete "How To" and Sales Presentation Kit & Seminar for your salespeople.
2. A complete Operations Manual.
3. A To Do List & Campaign Calendar.
4. Show you how to organize, outline and orchestrate the campaign & events.



Morning Man & Fire Chief at Kickoff Meeting

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What else TazMedia does

5. Deliver templates for all station printed material including Press Releases
6. Delivers template letters for Emergency Care Givers.
7. Provides a starter library of Fact Sheets and On-Air Promos.

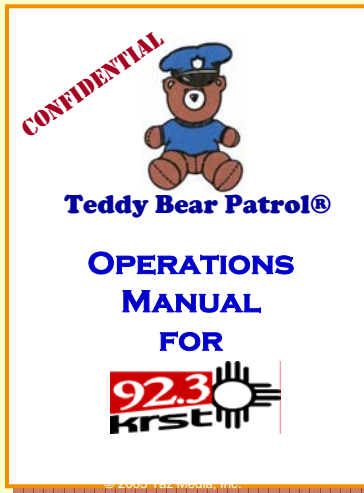


Classrooms collect and donate Bears

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We walk you through every step:



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How to Compute Potential Station Revenue

- Here's the Formula for most successful campaigns.
- Compute the station's Average Monthly Local invoice - for the average client - for a recent month. Take that figure - and increase it 2.5 to 3x.
- That's about the rate for a One Co-Sponsor. We'll show you the figure that will work best.
- A minimum of Five (5) to Eight (8) sponsors usually works best.
- Then there's room for 1-2 Super Sponsors - at more than 5x the Average Monthly Client Billing. (This usually sells first.)
- TazMedia's fee for the entire project is based on a percentage of revenue.



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It requires no "value added" or even a spot schedule

- The advertiser buys *a participation* –
- **Not a spot schedule**, but . . . you can customize the sales portion to your exact requirements.
- **Just promos - no Spot Inventory.**



Comcast Cable
Pittsburgh



Lite-FM
Atlanta



KOB
Albuquerque



Mega
Tucson



KARN
Little Rock

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The Hot **Teddy Bear** Categories

- 1) **Hospital/Health Care Group**
- 2) **Auto Group**
- 3) **Bank/Financial**
- 4) **Grocer**
- 5) **Auto Parts Retailer**
- 6) **Quick Service Restaurant**
- 7) **Home Builder**
- 8) **Power & Light Utility**
- 9) **Cellphone Provider**
- 10) **Insurance Franchise Group** (e.g. State Farm, Allstate.)

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What the license includes:

- Half-year's full use
- Complete guidance, direction, sales and public relations assistance
- Constant LD and Online, 24/7 support
- Design of graphics including station signage and collection bins



Placing Bears "On Duty"

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With Teddy Bear Patrol...

EVERYBODY WINS

- Win 1.** Kids
- Win 2.** Cops/Firefighters, Emergency Caregivers
- Win 3.** Station
- Win 4.** Participating Businesses
- Win 5.** The Community



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If you'd like

- Upon successful completion of the Patrol, we'll propose . . .
- **The Teddy Bear Patrol Coloring Book™**
 - Lots of safety pictures for Junior to color and
 - Lots of coupons & ads for Mommy
- **The Teddy Bear Patrol Child ID Kit™**
 - Pix, DNA, Fingerprint

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The Teddy Bear Patrol...



Check availability for
your market(s).

Info at 480-970-4200

Or: Taz@TazMedia.com

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