



MAUI FOOD BANK
Helping the Hungry



Maui Food Bank
teams with 99.9 KISS FM
September 4 – 24, 2017
for
BATTLE OF THE BUSINESSES!
Food and Fund Drive
(all food must be non-perishable)
To Help Feed the Hungry on Maui

Maui businesses can participate in this island-wide feel-good community event

*(Maui Food Bank requests a **minimum upfront** donation of
\$100 or 100 lbs of non-perishable food payable to the Maui Food Bank)*

2017 Goal: 6000 lbs of food or \$6000

Set up a food bin or box and poster display in your business, and coordinate a pickup
with Maui Food Bank

As a food and fund collection point you will receive the following:

- Rotating company name mentions on the Maui Food Bank radio ad on all six Pacific Media Group stations: 99.9 KISS FM | KPOA 93.5 | Native 92.5 | DaJAM 98.3 | ESPN 900 | KNUI AM 550
- Battle of the Businesses listing on www.kissfmmaui.com

TWO WINNERS – Large (20+ employees) and Small (19 or less) – Each business winner will receive advertising across our Pacific Media Group stations valued at **\$4000**

Call Steph at 808-243-9500 to participate
Email: steph@mauifoodbank.org

RULES FOR BATTLE OF THE BUSINESSES (BOB) IN 2017:

1. Definition of Large Business: 20+ employees; Small Business: 19 or less employees
2. To make sure everyone has a chance to win, each business gets one entry form for the grand prize drawing.

For every **additional 300 lbs of food or cash** a LARGE business collects, they will receive another entry form to be put into a **random drawing at the end of the contest**

For every **additional 100 lbs of food or cash** a SMALL business collects, they will receive another entry form to be put into a **random drawing at the end of the contest**

3. Grand Prize - \$4000 advertising schedule on PMG stations - \$750 each FM and \$500 each AM
4. The \$4K is the value of advertising from station to include Radio/Digital packaging. (both radio ads and individual station website advertising, i.e. streaming web ads, banner ads)
5. Advertising period - February 15, 2018 - April 30, 2018
6. Business entities are NOT allowed to combine their collection if they are operating under separate business names. **For example**, if our radio stations were competing, we would not combine KPOA FM Radio with KISS FM Radio.