



Raising Awareness. Raising Funds.

Objective

Our only goal is to affordably, effectively raise awareness of the mission of the Paralyzed Veterans of America (PVA) and generate fundraising revenue for your organization.

Yahoo! Sports Radio

Our radio network delivers a nationwide audience of more than 5-million listeners each week on 365+ **????? Need new total number**) network affiliates.

Live Broadcast from 33rd Annual National Veterans Wheelchair Games

Yahoo! Sports Radio will broadcast live from the 33rd Annual National Veterans Wheelchair Games (NVWG) in Tampa in July 2013. The live broadcast will include results from the event and interviews with the participating athletes, event organizers, and dignitaries. We would work with the PVA to determine the best time, location for the live broadcast from the event.

INVESTMENT: \$XX,XXX

PVA.org "Sports Flash" powered by Yahoo! Sports Radio

Yahoo! Sports Radio will produce a 60-second PVA.org "Sports Flash" report that focuses exclusively on the athletes who compete in Paralyzed Veterans of America sports events. The update will focus on results, upcoming events, and relatable human interest stories. The update can air daily or weekly on our network affiliates and we'll make the audio available for download at www.YahooSportsRadio.com and www.pva.org. The updates would air once each week for 26-weeks on our network affiliates.

INVESTMENT: \$26,000

Radio Commercials

For the Paralyzed Veterans of America, Yahoo! Sports Radio will air radio commercials that raise awareness of the organization. These would be the PVA's typical branding commercials. In addition, the PVA can air specific "Call to Action" commercials to motivate our audience to contact legislators to advocate positions on state and federal legislation that is of importance to the organization's membership.

Yahoo! Sports Radio also recommends airing a specific fundraising commercial in coordination with your other fundraising efforts. In addition to your fundraising commercials, Yahoo! Sports Radio host can deliver "live" reads on-air that specifically encourage donations to the PVA.

INVESTMENT: \$XX,XXX

Web Presence @ www.YahooSportsRadio.com

Yahoo! Sports Radio can include web banners at our web site to promote the PVA, the NVWG, and your fundraising efforts. In addition, we'll include make the PVA "Sports Flash" update available for download at the site and include click-through banners to www.pva.org. We can also coordinate this effort with your other fundraising activities, including telemarketing, direct mail, etc. For two weeks of web banners at www.YahooSportsRadio.com, we require an investment of \$1,000 per day.

INVESTMENT: \$14,000

INVESTMENT TOTAL:



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