



Maui Food Bank
teams with 99.9 KISS FM
September 2 – 22, 2019
for
BATTLE OF THE BUSINESSES!
Food and Fund Drive
We encourage you to **Give Healthy!**
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)*

**2019 Goal: 6000 lbs of food or \$6000
(Food and Cash donations will be combined)**

Maui Food bank will deliver a bin, poster, banner and anything else you may need for set up, and will also coordinate a pickup time each week

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

- Rotating company name mentions on the Maui Food Bank radio ad on four Pacific Media Group stations: 99.9 KISS FM | KPOA 93.5 | HI92.5FM | DaJAM 98.3 |
- Battle of the Businesses listing on www.kissfmmaui.com
- Business name posted on www.mauifoodbank.org
- Business name mentioned on Maui Food Bank social media sites

TWO WINNERS – Large (20+ employees) and Small (19 or less) – Each business winner will receive advertising across our Pacific Media Group stations valued at **\$5000**

JOIN THIS FUN COMPETITION AND HELP THE HUNGRY ON MAUI!

Call Charly at 808-877-5566 x830 to participate
Email: charly@pmghawaii.com

RULES FOR BATTLE OF THE BUSINESSES (BOB) IN 2019:

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 100 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 50 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 - \$5000 advertising schedule on PMG stations - \$900 each FM and \$700 each AM
4. The \$5K 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 for winners - February 15, 2020 - April 30, 2020
6. Prize is non-transferable
7. If the winning company is unable to use the awarded prize, there will be no refund or substitution.
8. Prize may not replace current advertising schedule (if contracted)
9. 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.