



MAUI FOOD BANK
Helping the Hungry



Maui Food Bank
teams with 99.9 KISS FM
Oct 12th – 31st - 2020

for a

**VIRTUAL
BATTLE OF THE BUSINESSES!**

Food and Fund Drive

We encourage you to **Give Generously**

The Maui Food Bank now serves 35,000 people a month in Maui County
40% of those are kids

Businesses can participate in this island-wide community event

*(Maui Food Bank requests a **minimum upfront** donation of
125 lbs of non-perishable food or \$125 checks payable to the Maui Food Bank)*

**2020 Goal: 6000 lbs of food or \$6000
(Food and Cash donations will be combined)**

Maui Food Bank will set up an online donation page for your business; or if you prefer to collect food donations on site, a food bin will be provided and they will arrange for pickup

As a virtual Battle of the Businesses participant you will also receive the following:

- Rotating company name mentions on the Maui Food Bank radio ad on Pacific Media Group stations: 99.9 KISS FM | KPOA 93.5 | HI92.5FM |
- 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**

Call Chelsey at the Maui Food Bank: 808-243-9500 to participate
Or Email Charly Espina Takahama: charly@pmghawaii.com

RULES FOR BATTLE OF THE BUSINESSES (BOB) IN 2020:

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/FM
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, 2021 - April 30, 2021
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.