



“The Rental Coach” Weekend Radio Show

The Rental Housing Association of Puget Sound is developing a weekend radio show that promises to be informative, entertaining, and beneficial to both tenants and landlords...and the entire radio listening audience.

The show—“The Rental Coach”—will be hosted by association president Julie Johnson, who has extensive experience and knowledge of the rental housing industry. She and her in-studio guests will discuss the topics and issues that are important to both tenants and landlords, and they’ll invite calls from listeners.

Nearly 40 percent of housing in the Puget Sound region is rental, so there promises to be **tremendous** interest in the show. From questions like “...when do I get my security deposit back...?” to discussions of new laws that affect both tenants and landlords, the show promises to be topical and timely.

“The Rental Coach” will provide an ideal venue for reaching current and future renters, and for promoting the benefits of a healthy rental housing environment.

The Rental Housing Association invites its many members and vendor-partners to participate in this community-outreach program.

Details on becoming a participating sponsor are attached. The association looks forward to counting you among our valued show partners. For more information and to get your questions answered, please contact Julie Johnson (206 – 905 – 0611) or Dave Samp at Fisher Radio (206 – 404 – 3166).



Rental Housing Association of Puget Sound

Weekend Radio Show on TalkRadio 570 KVI

“The Rental Coach”

Sponsorship Opportunities

Full Advertising Package

- One :30-second commercials inside “The Rental Coach” each week, plus
- One :30 each week (to air Mon – Sun 5am – 12mid)
- Logo and link from show page on Rental Housing Association website
 - Investment: \$175 net per week (to be invoiced monthly)
\$175 net / wk. x 4 weeks = \$700 net per month

Premier Advertising Package

- Two 30-second commercials inside “The Rental Coach” each week, plus
- Two :30’s each week (to air Mon – Sun 5am – 12mid)
- Logo and link from show page on Rental Housing Association website
- One sponsor mention during “The Rental Coach” each week, and
- One in-studio show appearance
- One sponsorship :10 each week (to air Mon – Fri 5:30am – 6pm)
 - Investment: \$325 net per week (to be invoiced monthly)
\$325 net / wk. x 4 weeks = \$1,300 net per month

All sponsorship packages include all commercial scriptwriting and commercial production at no additional charge.

All Weekend Radio Show partnership packages are based on a 26-week commitment.

This letter of agreement will serve to confirm that _____ has agreed to
(company name)

be a participating sponsor in the Rental Housing Association of Puget Sound’s Weekend Radio Show (package selected above).

Approved: _____ / _____
Name Date

