



CHIEFS

**Patrick Mahomes and
the Super Bowl Champion Chiefs**

Every Game - Every Play - Every Week

KTBB
97.5FM
News-Weather-Talk

THE
TEAM
92.1FM
All Sports Radio

East Texas has another NFL home team!



SURE, THE DALLAS COWBOYS are still a big deal around here. But the Kansas City Chiefs have two things that the Dallas Cowboys don't have.

1. A Recent Super Bowl Championship

OK, make that *two* recent Super Bowl Championships. Oh, alright, let's just say it: *THREE Super Bowl Championships in four appearances in the past five years.*

There's no official definition of the word, "dynasty" in the world of professional sports. But if the current edition of the Kansas City Chiefs *isn't* a dynasty, it will do until a real dynasty comes along. (*A never done-before Super Bowl Three-Peat will settle that question.*)

2. A Future NFL Hall of Fame Quarterback

That's because the Dallas Cowboys don't have is a quarterback from Whitehouse, Texas named Patrick Mahomes. In just seven seasons in the league, Mahomes has already won three Super Bowls, been named the Super Bowl MVP three times, been named the NFL MVP two times, been sent to six Pro Bowl games and been named NFL first-team All Pro twice.

People who closely follow the NFL agree, East Texas native Patrick Mahomes will be inducted into the National Football League Hall of Fame the moment he becomes eligible.

There has not been a pro athlete from East Texas like Patrick Mahomes since the glory days of Earl Campbell in the 1970s and 1980s.

Your Opportunity to Capitalize on East Texas Interest in Patrick Mahomes and the Kansas City Chiefs

The 92.1 FM TEAM Sports Radio, along with KTBB 97.5 FM are, together, the East Texas home of the Kansas City Chiefs game broadcasts for the 2024 regular season right through the playoffs and potential championship games in early 2025.

Every snap. Every play. Every completed pass. Every touchdown. Every call. Every game. Every week.

This is your chance to capitalize on East Texas interest in the Super Bowl Champion Kansas City Chiefs at a price you can afford.

Chose from one of these packages.

Package 1

- ONE :30-second commercial announcement in three pre-season and 17 regular season pre-game radio broadcasts during the 2024 NFL season.
- FOUR :30-second commercial announcements during each radio play-by-play game broadcast.
- TWO :30-second commercial announcements during each radio post-game broadcast.
- Shared sponsor identification and credit in 15 shared promotional announcements each week on 92.1 FM *The TEAM Sports Radio*.
- Shared sponsor identification and credit in 15 shared promotional announcements each week on 97.5 FM KTBB.

Package 2

- ONE :30-second commercial announcement in three pre-season and 17 regular season pre-game radio broadcasts during the 2024 NFL season.
- TWO :30-second commercial announcements during each radio play-by-play game broadcast.
- TWO :30-second commercial announcements during each radio post-game broadcast.

Walk past the clothing section off an East Texas Wal-Mart store, see all of the Kansas City Chiefs gear on sale and you'll understand: *East Texas interest in native son Patrick Mahomes and the Kansas City Chiefs is high.*

This is your opportunity to associate your business with a championship caliber person and organization at a sensational price.

**Your KTBB/TEAM Sports Radio Sales Executive
has complete details.**





2024 Season Play-by-Play Package Details

Package 1

- ONE :30-second commercial announcement in each of three pre-season and 17 regular season pre-game radio broadcasts during the 2024 NFL regular season.
- FOUR :30-second announcements within the play-by-play game broadcast.
- TWO :30 second announcements during each post-game radio broadcast.
- Shared sponsor identification and credit in 15 promotional announcements per week on 92.1 FM *The TEAM Sports Radio*.
- Shared sponsor identification and credit in 15 promotional announcements per week on 97.5 FM *KTBB*.

**Package price: \$895 per month August - December 2024
(plus \$195 per game for all games played in the post season)**

Package 2

- ONE :30-second commercial announcement in each of three pre-season and 17 regular season pre-game radio broadcasts during the 2024 NFL regular season.
- TWO :30-second announcements within the play-by-play game broadcast.
- TWO :30 second announcements during each post-game radio broadcast.
- Shared sponsor identification and credit in 15 promotional announcements per week on 92.1 FM *The TEAM Sports Radio*.

**Package price: \$695 per month August - December 2024
(plus \$165 per game for all games played in the post season)**

Terms & Conditions

- Post season games, if they occur, are integral parts of these packages and will be automatically billed per game for all games played by the Kansas City Chiefs in the 2024 - 2025 post season. By committing to purchase one of these packages, the Advertiser concurrently commits to participation during the post season (if any).
- Early cancellation will incur a cancellation fee equal to two months billing if cancelled in any of August, September and October, and one month's billing if cancelled thereafter.

