



Dave Pratt's Corona Beach Party

Leveraging our partnership with University of Phoenix Stadium, we were able to develop a customized solution for the local Corona Distributor. We developed and turnkey solution involving a giant pre-concert beach party at the venue for the highly anticipated Kenny Chesney Poets & Pirates Tour. Listeners were directed to the KMLE website for special Corona ticket premiums, upgrades and special Corona passes into our giant event. The event was a smashing success and enabled Corona to take advantage of an opportunity to showcase the Corona brand and give them the ability to sell their product in a direct competitors venue.

FREE TICKETS!
Win the last 10 pairs of tickets at Salty Senorita's Peoria location on May 30 (7-9pm)

Corona Extra **San Tan** **Ford**

Find out how to win a key that could start a brand new **F150 Ford Truck!**

Grab a hump and hang on with KMLE Country 108 for the Kenny Chesney Poets & Pirates Tour 2008!