



Fellow Business Owner:

Advertising is a necessary expense that comes with varying impact to a business. As a small business owner, I know that I *need* to advertise, but I don't always *see* the benefit. It's sometimes hard to quantify the return on investment.

In my business, I have found it's hard to attract the same kind of attention that occurs when advertising in support of local sports teams or praising community successes. Recently, our small business decided to sponsor the *American Countryside* radio program on our local radio station every weekday.

The community has really taken notice of Andrew McCrea's positive messages of hope and inspiration. Associating our business with Andrew's hopeful messages and extremely well-produced programs has lifted our community and strengthened our brand.

Since May I've been doing half the sponsorship and the station has another sponsor to do half. I've had tremendous response. I had a woman on Saturday that mentioned the ad and show. It generated a \$300 sale. So it paid off and that's just one group. I hear from people all the time that found us because of it. And it has boosted sales for the museum and Printing Press Café too because my ad mentions them as well.

I have found it to be one of the times advertising works and mostly because it's tied to Andrew's show, which people love.

Your business will see results in sponsoring Andrew McCrea's *American Countryside* radio program! I hope you will join me in bringing this positive message into your community and growing your business along the way.

Sincerely yours,

Steven D. Mitchell  
COO