



- WHO:** Your Christian radio station  
**WHAT:** Father's Day Promotion 2021  
**WHERE:** Your air, website and social media  
**WHEN:** Anytime between June 1 and June 18, 2021  
**WHY:** Create great content and experiences for your listeners!

### Overview:

- Father's Day is Sunday, June 20<sup>th</sup> this year, and to help your station really connect with listeners by helping them honor their dads, HisAir and Positive Alternative Radio's publishing team are partnering to offer you prizes and a great promotion idea.
- It's pretty simple really, you come up with a promotion you want to do using your on-air, website and social media. We'll supply you with a unique Father's Day themed prize pack including the new book, *Be Like Dad: 50 Stories for Life & Leadership*, by author/speaker (and PAR Executive VP) Brian Sanders. (You may recall that Brian wrote an Amazon #1 Best Seller, *Leadership Endurance*.) To watch a video and learn more about *Be Like Dad*, visit [www.briansandersauthor.com](http://www.briansandersauthor.com).
- Brian shares stories about his Dad and the lessons they taught him. Your audience hears those stories, and you encourage them to share stories about their Dads. Your station gets GREAT on-air content, listener engagement and it creates an experience for those listening. We'll send you ten autographed copies of *Be Like Dad* for you to use as giveaways for the 10 best story submissions.
- Contest rules, other details are up to you. Have fun with it! We suggest a call-in or website form where listeners share stories about their dad.

### What You Get:

10 Copies of *Be Like Dad: 50 Stories for Life & Leadership*

Graphics package to use on-line

Live or pre-recorded author interviews: Brian will be available to share stories from the book that your listeners will never forget!

**How to Sign Up:**

Visit [www.briansandersauthor.com](http://www.briansandersauthor.com) and complete the Radio Promotion Form under the Resources tab. Limited to the first 25 stations who submit the form. **Deadline: May 21<sup>st</sup>.**

Contact: Jerry Grimes (803) 673-6513