

# Brightstar Radio-Fun 101

Tune Us In and Turn Up the Volume

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## Brightstar Radio History

Brightstar Radio was always a dream of the late Howard Black, former owner and operator of the Brightstar Grill. He had a passion for radio and all that fuels the airwaves of his generation. A music connoisseur and advertising relic made him into a sharp businessman that entertained all his patrons with tunes of the 50's, 60's, 70's, and Carolina Beach music.

Once a refurbishment was complete on Brightstar Grill in 2010, Howard began to realize that with the technological advantage of the internet, he could finally realize his dream of an in house radio station.

With the right equipment and people in place, music compilations and advertising began to fill the restaurant and the streaming waves so current and younger generations could enjoy classics like Elvis to the Beatles.

## Target Audiences

The key to any successful advertising is knowing your audience. Our target audiences have been carefully considered within the listening community.

With key groups outlined for our customers, you can make a vital decision to join our advertising family today!

Listed are the five top audiences to consider in your decision:

Over the past years since its beginning, the radio station has grown to be a source of knowledge about local events and organizations. Many businesses and community leaders have used Brightstar Radio as a source of an information highway to the local listeners.

As we continue to broadcast and replay the tunes of past decades, the restaurant and radio station is continually seeing growth with events, guest Dj's, and new sponsorship throughout the calendar year.

We invite you to join our family as an advertiser or sponsor that will make the next few years as successful as past years for Brightstar Radio. Become a part of the Brightstar Radio family and begin meeting your advertising goals with us today!

1. Businesses during the 9AM to 5PM workday
2. Leisure Listeners. 24 hours a day
3. Restaurant Audience, 10AM to 10PM
4. World Wide Web reach, 24/7
5. Families and Friends who approach a upbeat and fun listening experience

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*"It's  
mostly just  
good time  
oldies!"  
-Howard  
Black*



The late, Howard Black, in our DJ booth located in the restaurant, showing a young fan how the equipment works to broadcast our oldies radio.

## BrightStar Weather & Birthday Club Sponsorship

Sponsorships are an important part of our radio family as it connects listeners with our sponsors in an informative way. BrightStar radio offers our weather and birthday club sponsorships.

We have partnered with forecaster Bob Tippman to provide us with a professional weather summary that is specifically aimed at Mount Holly and Charlotte areas. Weather is broadcasted every half hour and top of the hour.

Our birthday club sponsorship is a fun way for customers to get on the radio. Everyone loves to hear their name mentioned on the radio.

This broadcasts each day at fifteen after the top of the hour.

Sponsorship availability is as follows:

28 per day/168 per week/ 672 per month

At a minimum you would receive:

5 a day/ 33 a week/ 134 a month

Cost is \$99 per month. \$75 per month with a three to six month contract. During each sponsorship you will receive one thirty second commercial. Each contract

## Internship Opportunities

A new exciting opportunity at BrightStar Radio is our internship program. This program has just proven successful from a few individuals.

We are excited to offer an orientation into broadcasting and sound engineering to eager personnel whether it be a high school or college student or someone simply interested in music and broadcasting.

We have a skilled team in place to guide any individual towards a new skill set of radio and engineering techniques. We will customize an internship plan to suite most individuals of any age or background.

Speak with us today to customize your internship and lock in your space to create one of our most popular segments. Email us at [info@brightstargrill.com](mailto:info@brightstargrill.com)

## Radio Statistics

- In the last 30 days we have had listeners in 25 countries around the globe, 37 U.S. states, and 2944 listeners in North Carolina, South Carolina, and Georgia
- We have an average listening time of one hour and fifteen minutes
- The Charlotte area alone has over 1300 listeners in the last 30 days
- Our Facebook page for the radio station has over 4,600 "likes"
- The restaurant has more than 400 patrons a day that hear our broadcast
- We broadcast an average of 192 fifteen to thirty second ads a day

## Advertising with BrightStar Radio

We want your business to advertise with us in many different ways. At BrightStar Radio, we offer a multitude of ways to advertise.

We offer 6 ways to advertise with us:

- Radio Ads
- Sponsorship Ads
- Bumper Stickers Ads
- Menu Ads
- Foundation Ads
- Celebrity DJ Program

Since we run our own streaming, we can format your content to specialize with your company.

We can give you a quote depending on the level of advertising you wish to carry out with us.

Speak with our team today about personalizing your business plan with us to maximize your dollar with the most exposure to our audiences. Our team has the necessary skills to do the leg work for your business through listening, social media, word of mouth, and print material.

The best part is we use local businesses to promote your business so our branding is locally based but can be internationally heard with our streaming capabilities. Contact Pat Rooney today for more information at [pat@brightstargrill.com!](mailto:pat@brightstargrill.com)



## Listen to the radio station live NOW with our radio app!

Listen to the radio station now to check out our current advertisements and events. We now offer our Brightstar Radio app that is available in the Google Play or the App Store. Listen straight from your smart phone or stream it through a Bluetooth device for a whole crowd to listen to with you. We have recently reformatted our musical content to add even more of your favorite tunes from the 80's. Find out just how well Brightstar Radio will fit into your advertising needs. Call or email us today to get a custom solution to all your company or organizations needs.

*“Broadcasting up the street & around the world!”*

The Best of the 50's, 60's, 70's, and Beach Music

[www.brightstarradio.com](http://www.brightstarradio.com)



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**alicia@brightstargrill.com**

Dear Future Brightstar Radio Consumer,

The sun is shining, lunch is ready, and friendly company is waiting anxiously for some entertainment to accompany a great day. Sitting down to a meal at your local family restaurant, located just in Mount Holly, is hundreds of patrons a day that love our easy listening on Brightstar Radio. Playing 60's, 70's, and Carolina beach music makes it easy for family and friends to sing along to classic feel good tunes.

Started in 2010, Brightstar Radio was pioneered by the late Howard Black, radio connoisseur and entrepreneur. Since its beginning, Brightstar Radio has continually presented personalized advertising for local businesses and non-profit organizations. For a nominal fee with our organization, your company can begin a local tradition of keeping business local by informing our clientele of goods and services within our communities.

It is a great day to begin your future advertising goals within a local listening block. With our radio transmission beginning and ended with the internet, the possibilities of listening opportunities are endless from smart phones to tablets to any desktop. We broadcast right in our restaurant so all of our customers will hear your ads on a daily basis. We believe in organizations of your magnitude can benefit greatly from our specific audience and market.

We offer a variety advertising specials from recorded ads to print material to contest sponsorship. Our skill set includes technologic representation, marketing specialties, social media presentation, and public relation production with writing and talent skill sets. Schedule a meeting or contact us today to begin your journey to help our listening community tune in and turn up the volume on your future advertising destination.

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Sincerely,

The Management of Brightstar Radio- FUN 101