

## **It's a Star-Studded Millionaire Contest**

...and viewers in your market will get the chance to win along with celebrities as Who Wants To Be A Millionaire hosts another successful edition of Celebrity Millionaire on November 12<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup>. But only if you sign-up to be a part of the glitz-and-glamour by hosting a **Star-Studded Millionaire Contest**.

ABC Affiliate Marketing has daily prizes available for your station to utilize in radio or on-air sales promotion in celebration of this highly-anticipated event. Included in this kit is information on how to customize a **Star Studded Millionaire Contest** to your market. If you're interested in securing daily prizes for your station, please carefully read this kit and fax a completed Contest Rules and Request Form **no later than October 15<sup>th</sup>** to Affiliate Marketing.

**PLEASE NOTE:** All promotion concepts and third party tie-ins must be pre-approved by ABC Affiliate Marketing prior to air.

If you have any questions, feel free to call.

# Ask The Audience

(On-Air Promotion Ideas)

What better way to get the attention of your audience than hosting a contest that gives them a chance to win something they can't get anywhere else? Tying-in a third party sponsor greatly increases promotion exposure and generate station ad dollars. But also, tying-in to your local news is a terrific way to gain audience viewership. The following ideas include suggestions on both, but remember - all third-party tie-ins must be pre-approved by ABC.

## On-Air Promotion Ideas

- **Name that Celebrity:** a contest based upon the show-within-the-show! Each night viewers must tune in to see the antics of the stars of that evening. Remember Dana Carvey's famous impression of Regis? Or Rosie's attempt to help another player off screen? Who knows what will happen this year?! Promote viewers to tune in to your late news to answer the Star Studded Millionaire Question of the night. Questions will be advanced to your station.
- **News Tie-in:** air a news piece highlighting the celebrities of each nights show. Invite viewers to tune-in to that nights show to see if the particular celebrity made it to the hotseat, and if so, how much he/she won for their particular charity.
- **Live-remote:** what better way to celebrate a celebrity Millionaire edition than to host a live remote at a pre-approved sponsor location?! Highlight viewer attempts to answer the question of the night based upon celebrity charities. Feature a live news-segment the evening of the event. Viewers must tune in to your late news to see if they've won.
- **Celebrity Giveaway** - literally! Make a few of your viewers local celebrities by hosting a celebrity look-a-like contest. Each celebrity look-a-like is asked one question based upon the show to win. Feature these celebrity look-a-likes in your evening news.

# Phone-A-Friend to Win

(Radio Promotion Ideas)

Below are a few ideas to help construct a successful turn-key radio promotion. Feel free to use any of our ideas or create your own. Key demo is Adults 18-49.

## Radio Promotion Ideas

- **Celebrity Voice-a-like Contest:** Host a call-in the day after Millionaire airs inviting listeners to call in with their best imitation of those celebrities that made it to the hot-seat. Award prize packs on those "impressionists" who correctly answer a provided trivia question based upon each nights episode.
- **Name that Celeb:** host trivia questions about each nights celebrity, ie: "I was a cast member of Saturday Night Live, last night I impersonated Regis Philbin and I made it to the hotseat." Award prizes to those who correctly answer the amount of money the celebrity won for his/her charity.
- **Star Success:** invite callers to phone in with their guesstimate on how well a particular celebrity will perform on the show, if he/she makes it to the hotseat. Award prizes on those correct callers who can answer the final question delivered to the celebrity on the previous night's show.

# A 50/50 Chance to Win

(Daily Prizes)

Viewers have a 50/50 chance to win, but will they ever have fun trying! The following Star Studded Millionaire daily prize packs will be provided to support your local on-air or radio promotion. Prizes will be shipped to your station upon approval of a promotion concept.

Each participating affiliate will receive ten (10) daily prize packs consisting of the following:

- Who Wants To Be Me?, by Regis Philbin (Hyperion Books), Readers can share in Regis' exploration into his own unique perils as a husband, father, dutiful citizen and the man who famously asks contestants "Is that your final answer?."
- Who Wants To Be A Millionaire Junior Board Game (Pressman Printing), You enjoyed the first board game, now America can enjoy the board version aimed at kids (age range).
- Millionaire Baseball Cap, black 100% cotton unstructured cap featuring the three life-lines embroidered on front and the show slogan on back.
- Millionaire calculator, winners can count their money, or their blessings with this handy sized calculator.
- Who Wants To Be A Millionaire Album CD ,