

# ABOUT PETER DILLS



**Peter Dills**, Los Angeles’ “King of Cuisine”, was born into the Southern California restaurant review industry. The son of Elmer Dills, host of the original *Dining with Dills* on KABC7 for nearly 30 years, Peter continues the family tradition with a weekly radio show on **Go Country KKGO 105.1** at 8-9am on Sunday mornings titled *The Food Report*.

Along with Los Angeles and Orange County-based talented chefs, restaurateurs and specialty food products, seasoned host Dills puts a unique spin on the restaurant show with addition of celebrity guests sharing their food stories and memories. Past guests have included celebrities such as Cheech Marin, BJ Thomas, Danny Seraphine, George Strait, and others.

Every one hour show is also streamed live on Facebook and is available on Apple Podcasts following the show.

Over the years, Peter Dills has hosted both television and radio shows in Los Angeles and Orange County including Dining with Dills on Angels Radio AM830 and KCLS/PBS. Peter currently resides in Pasadena and prides himself on being an expert on foods such as chili, crab cakes, and of course, champagne. For more information about Peter, visit [www.diningwithdills.com](http://www.diningwithdills.com).

# **BENEFITS OF SPONSORSHIP**

## **Why sponsor Peter Dills/The Food Report?**

For over 20 years, Angelenos have identified Peter Dills as the go-to source of food and restaurant news, information, and cultural insights essential to understanding the culture of food. Peter strives to bridge the gap between people and food and enables listeners to hear from experts in the industry that include renowned chefs, restaurateurs, specialty food product companies. ***The Food Report*** provides a trusted environment for your brand and product messages.

As a sponsor of ***The Food Report***, you'll reach a highly desirable demographic of food-lovers, decision-makers, influencers, and upscale consumers. By making ***The Food Report*** possible, your contribution will be highly appreciated and your brand will be associated with a trusted expert with a years long family legacy of food news and info dating back to the 1980s.

## **The benefits of sponsoring The Food Report**

We believe that sponsorship is most effective for both ***The Food Report*** and the sponsor when our editorial content is closely associated with sponsors' corporate/product brands. This unique "brand-match" approach is further strengthened strategically because:

Sponsor messages stand out in our unique environment. The Food Report offers category exclusivity to its sponsors. We work with sponsors to develop messages that can be rotated to highlight product and service initiatives, ensuring you make the most of your sponsorship while supporting ***The Food Report***.

In addition to on-air mentions and, major sponsors of ***The Food Report*** gain access to custom components, like presence on the Dining with Dills website and apps (e.g., Facebook and Instagram), in-studio guest spots, and content sharing. We work with your team to develop a comprehensive package that will meet your specific needs.

Sponsorship offers proven effectiveness. Through our unique "brand-match" approach, sponsors have seen increased brand awareness, web traffic, sales and "butts in seats".

# 2020 SPONSORSHIP OPPORTUNITIES

## Premier Sponsorship (Annual)

- Two live, 60 second on-air sponsorship “brought to you by” announcements per show
- Ten live, on-air sponsorship “brought to you by” announcements per show
- Ten 30-second Peter Dills pre-recorded promos during prime time radio Monday - Friday
  - **Total mentions per week: 22**
- Four in-studio guest opportunities over 12 months on *The Food Report*
  - Shareable Facebook Live streaming available during and after the show
  - Podcast available following the show
- Banner ad with link on [www.DiningwithDills.com](http://www.DiningwithDills.com) website
- Premier logo website presence with link on [www.DiningwithDills.com](http://www.DiningwithDills.com) website
- Logo representation with link in weekly email blast to Peter’s fans
- Personal appearance by Peter Dills to promote your product at one event annually
- **BONUS: Peter is working exclusively with terri henry marketing and will explore PR opportunities for your product or brand to be considered for regional TV coverage during your sponsorship** (please inquire for additional info)

Annual rate: \$40,000 (\$3333 paid monthly)

In-studio guest date requests will be considered but are at the discretion of Peter Dills.  
All payment must be made in advance. Payment must clear seven days before your promo spots will air.  
Customized and partial in-kind sponsorships are available.

**Let us tailor a sponsorship package to meet your goals.**

If you are interested in becoming a sponsor or need additional information,  
please contact [marketing@diningwithdills.com](mailto:marketing@diningwithdills.com)

# 2020 SPONSORSHIP OPPORTUNITIES

## Gold Sponsorship

- Two live, on-air sponsorship announcements per show
- Five live, on-air sponsorship announcements per show
- Five 30-second Peter Dills pre-recorded promos during prime time radio Monday - Friday
  - Total mentions per week: 12
- Two in-studio guest opportunity over four months on *The Food Report*
  - Shareable Facebook Live streaming available during and after the show
  - Podcast available following the show
- Premier logo website presence with link on [www.DiningwithDills.com](http://www.DiningwithDills.com) website
- Logo representation with link in weekly email blast to Peter's fans

Monthly rate: \$2200/minimum, four month commitment required

In-studio guest date requests will be considered but are at the discretion of Peter Dills.  
All payment must be made in advance. Payment must clear seven days before your promo spots will air.  
Customized and partial in-kind sponsorships are available.

**Let us tailor a sponsorship package to meet your goals.**

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# 2020 SPONSORSHIP OPPORTUNITIES

## Silver Sponsorship

- One live, on-air sponsorship announcement per show
- Two 30-second Peter Dills pre-recorded promos during prime time radio Monday - Friday
  - Total mentions per week: 7
- One in-studio guest opportunity over four months on ***The Food Report***
  - Shareable Facebook Live streaming available during and after the show
  - Podcast available following the show
- Logo website presence with link on **www.DiningwithDills.com** website

Monthly rate: \$1700/minimum four month commitment required

## Have something to promote? Be a Guest on Peter's Show!

- One in-studio guest opportunity on ***The Food Report***
  - Shareable Facebook Live streaming available during and after the show
  - Podcast available following the show

Rate: \$500 per guest spot

- *Optional: Pre-recorded spots in the week leading up to your guest spot: \$50/spot*

In-studio guest date requests will be considered but are at the discretion of Peter Dills.  
All payment must be made in advance. Payment must clear seven days before your promo spots will air.  
Customized and partial in-kind sponsorships are available.

**Let us tailor a sponsorship package to meet your goals.**

If you are interested in becoming a sponsor or need additional information,  
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# TESTIMONIALS

Here's what some of our valued sponsors have to say:

***"I have know the Dills family for over 30 years. Elmer was visionary and elevated the food and wine experience to another level. He son Peter has passionately taken this concept to all parts of the guest experience including restaurants, TV, radio, and straight to the consumer at retail."***

- Phil Markert, Director of Liquor – Vons, Albertsons, and Pavilions

***"No other local branding has been more effective than with Peter Dills. He activated a partnership with the us and his endorsement of our beer is priceless."***

- Phil Marte National Accounts Sapporo Beer

***"Philippe's is a family run business, brother, son, aunt and Peter Dills fits right in. He is a customer and a partner in our growth."***

- Richard Binder Philipps The Original

***"The car business is quite competitive and as the President of the West Coast's largest Lexus deal I get my fair shares of pitches, Peter has delivered on every promise he's made... It helps that my wife loves Country Music!"***

- Chris McCarty President/GM Longo Motors

***"Being a regular guest on Peter's show always results in a bump in sales. He understands the food and beverage business like nobody else."***

- Jim Cascone, proprietor of Huntington Meats & Sausages

Current and Past Sponsors Include:



# WHO WE ARE + FACTS

## OUR HISTORY

**Mount Wilson FM Broadcasters, Inc**, is a family owned and operated station group based in Los Angeles since 1959. In February 2007, Mount Wilson returned the Country Music format to the FM dial with **Go Country 105**. Go Country 105 enjoys one of the best signals in LA – along with an all-star announcer lineup and today’s top country artists as guest hosts.

## FACTS

**Go Country 105** is America’s #1 most listened to country station.

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**Go Country 105** has a fiercely loyal audience of over 1.2 million.

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**Go Country 105** has a strong presence online. We have one of the top three social media followings in the Los Angeles radio market.

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**Go Country 105** has a history of direct response success in the categories of automotive, retail, health and beauty, clinical studies and finance.

## OUR REACH



**Signal Coverage Map**

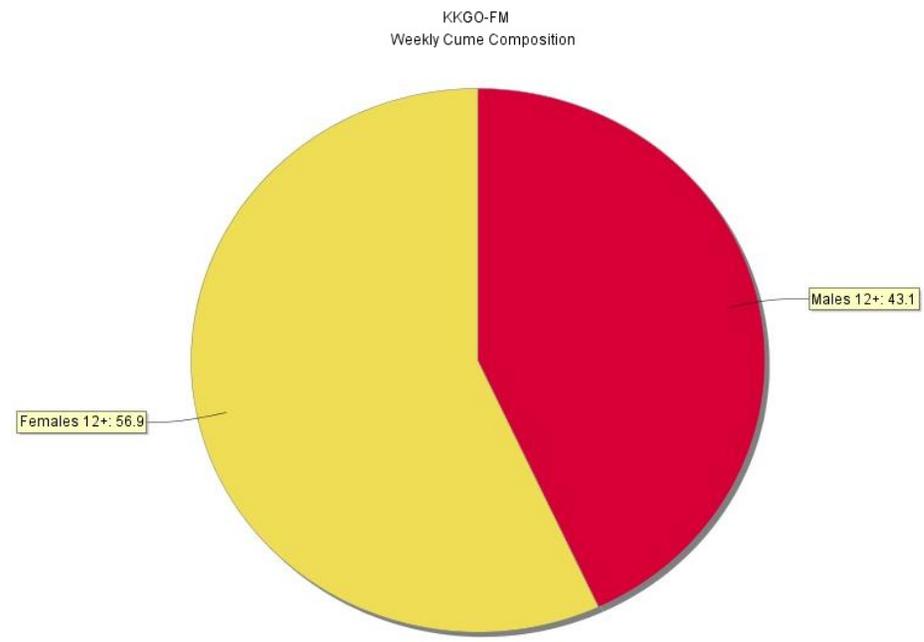
**Local**      **Distant**      **Fringe**



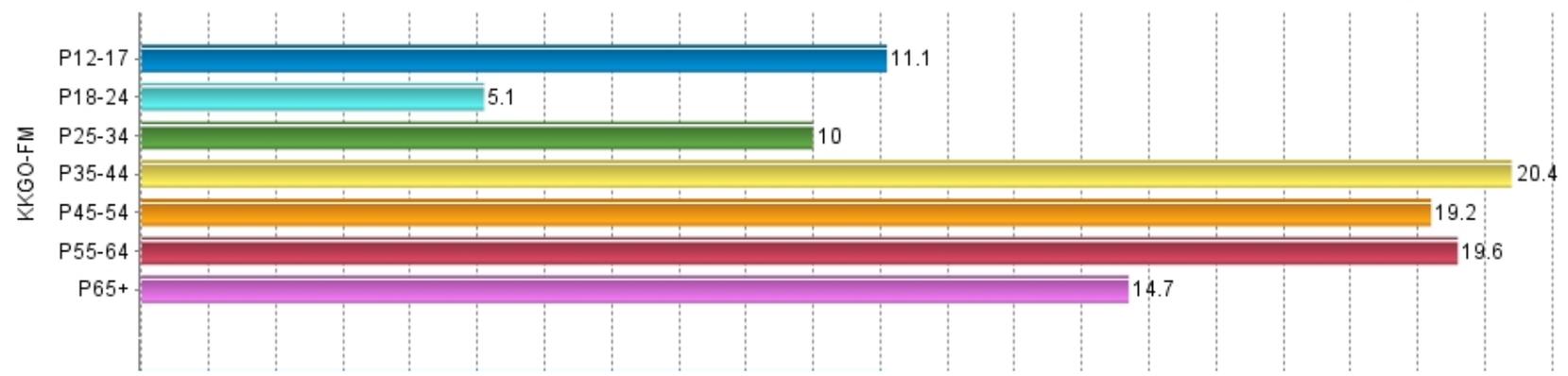
# DEMOGRAPHIC PROFILE

## Go Country 105 has a Balanced Male/Female Composition

Age & Gender Breakout of Persons 12+, Monday-Sunday 6a-midnight



### Age Composition



Source: Nielsen LA Radio April '19 M-Sun 6a-12mid 12+

**GO  
COUNTRY  
105 FM**

# LISTENER PROFILE

CATEGORY	KKGO QUAL. INDEX*
PROFESSIONAL OCCUPATIONS	113
HOUSEHOLD INCOME \$100K +	123
COLLEGE GRADUATE OR MORE	110
PLANS HOME IMPROVEMENT IN NEXT 12 MONTHS	255
AMOUNT TO SPEND FOR NEXT LEASED CAR: \$45K+	256
AMOUNT SPENT ON INTERNET PURCHASES THIS YEAR: \$1K-2.5K	160
COSMETIC SPECIALISTS USED IN THE PAST 12 MONTHS	231

**\*Index Over 100 is Above Average**

Source: Los Angeles Scarborough Jul 18- Jan 19 Qual. Cume Index