



KROQ isn't just a radio station, it's a lifestyle...and there's no better place to see listeners' passion for the station than at one of the dozens of events that are held every year!

Event	Date	Location	Details
ROQ n Ride 2009	January-March	SoCal Ski Resorts	KROQ takes over the local SoCal Ski Resorts for the season!
KROQ's World Tour 2009	January	Various	KROQ sends winners to locations around the world to see their favorite bands!
KROQ Locals Only Concert Series	Monthly	Various Locations	Monthly Local Band concert at local venue/bar/club.
KROQ's Game Room Sponsorship	Monthly	KROQ Studios	Sponsor of the KROQ Gaming Area, where KROQ Joqs, bands and other celebs hang and play video games like Guitar Hero, Rock Band and more.
KROQ's Weekend Sponsorship	Weekly	On-air	KROQ features weekend programming such as ROQ of the 90s Weekend, Bloq Party Weekends and more.
Kevin & Bean's Valentine's Day at the Playboy Mansion Singles Party	February, 2009	Playboy Mansion - Beverly Hills	KROQ takes over the Playboy Mansion for a Singles Party to remember!

By The Numbers:

1,973,900

Number of listeners each week

1,034,818

KROQ listeners who purchased an alcoholic beverage in the last 3 months

579,834

Number of KROQ listeners who have at least one child at home

Ragga Muffins Festival	February, 2009	TBA	The Annual Bob Marley Ragga Muffins Festival has been a staple of the station every year as we help to promote this event, along with being on-site.
KROQ's Big Game Party	February, 2009	TBA	KROQ takes over a local venue to have winners come out and watch the "BIG GAME" with a band performance as the halftime show.
KROQ's New Bands For A New Year concert	February, 2009	Hollywood Palladium	KROQ takes over the newly renovated Hollywood Palladium for a concert with New KROQ Artists!
KROQ's Sticker Campaign	March & November	Wide Distribution	Two times per year, KROQ, teams with one exclusive distribution partner and one exclusive grand prize partner. This sponsorship opportunity is perfect for a client that is interested in driving traffic and ultimately increasing sales.
KROQ's Bear Mountain Madness	March, 2009	Bear Mountain Ski Area	KROQ takes over Bear Mountain in Big Bear for a day of music, skiing/snowboarding and more!
KROQ's Weenie Roast 2009	May, 2009	TBA	The KROQ Weenie Roast is the hottest summer event in Southern California, with tickets selling out within minutes. With over 10 hours of fierce live performances, plus a festival area of booths, food and games, tickets to KROQ Weenie Roast are some of the most sought after concert tickets in town.
ROQ & Surf 2009	May - September, 2009	SoCal Beaches	KROQ Surf Patrol will be on-site at the biggest beach events of the summer from the AVP to International Surf Festival, US Open of Surf and more. On days when there are no events, the KROQ Surf Patrol will cruise PCH and other SoCal beaches loaded down with music, prizes, concert tickets and other cool KROQ station give-a-ways.
Kevin & Bean's Vegas-Style Singles Party	June, 2009	Las Vegas	A select number of KROQ listeners win their chance to join Kevin & Bean at a private Singles Party in Las Vegas. Kevin & Bean broadcast live from the event, which normally hosts live interviews with possible celebs and guests.

565,830

Listeners who bought concert or live performance tickets in the last year

385,670

Number of KROQ listeners who are either president of a company or own their own company

\$92,239

KROQ household mean income

Road Trip USA	July, 2009	Various Cities	KROQ kicks off the summer with KROQ's Road Trip USA where one lucky listener per week will win a trip to see one of their favorite KROQ bands in a U.S. city.
Kevin & Bean Live at the 2009 MTV Video Music Awards	August, 2009	TBA	Every year, the Kevin & Bean Morning Show broadcast live from the MTV Video Music Awards.
KROQ's Halloween Ball	October, 2009	TBA	Each year, KROQ hosts a different theme for the party, from a Kevin & Bean Singles Halloween Party to a major concert headlined by a hot KROQ band/artist.
KROQ's Almost Acoustic Christmas 2009	December, 2009	TBA	Each year in December, over 13,000 KROQ listeners are treated to the best alternative music performed by KROQ's favorite bands. This past year's lineup included Linkin Park, Muse, Serj Tankian, Jimmy Eat World, Modest Mouse, Angels & Airwaves, Feist, Rise Against, Avenged Sevenfold, Bad Religion, Paramore, The Shins, Silversun Pickups and Spoon.
Twisted Christmas	December, 2009	On-Air	Christmas on KROQ is like no other place on the dial. Instead of Johnny Mathis, Bing Crosby or Tony Bennett, KROQ does Christmas in true KROQ style!
KROQ's NYE Countdown	December 31, 2009	On-Air	This New Year's Eve, KROQ will be counting down the top 106.7 songs of the year...and everyone will be listening! KROQ's New Year's Eve Countdown airs December 31st from 12:00pm - 8:00pm.