



ESPN Chicago and First Midwest Bank Team Up to Give a \$50,000 Advertising Campaign to a Local Small Business

CHICAGO, IL. (May 11, 2020) – ESPN Chicago is excited to announce a partnership with First Midwest Bank to help local small businesses achieve success. Beginning Monday, May 11, 2020 small businesses can enter to win a \$50,000 advertising campaign on ESPN 1000 Chicago.

“We’re thrilled to continue to grow our strong partnership with First Midwest Bank to give small businesses a leg up and help support them right now when they need it the most,” said ESPN Chicago Market Manager Mike Thomas. “The fans who listen to ESPN 1000 are passionate and loyal and we know that together we can help make a difference for those small businesses who may not otherwise be able to reach such a wide audience.”

“Small businesses play a vital role in the prosperity of our city, employing almost half of the private sector workforce in Chicago,” said Jim Stadler, Chief Marketing and Communications Officer, First Midwest Bank. “Their success creates economic growth and additional employment opportunities that benefit all of us, and we are proud to partner with ESPN Chicago to reward their contributions and provide them with some well-deserved publicity and support during this time of uncertainty.”

To enter, small business owners should visit thrivingtomorrow.com and complete the online form which includes a 300-word explanation for why they should win the \$50,000 advertising campaign. This contest is open to businesses who meet the following criteria: 30 or less full-time employees, annual revenue of less than five million dollars, located in Illinois, NW Indiana or Quad cities and has been in business for at least two years. For complete entry requirements and official rules, please visit thrivingtomorrow.com.

The selected winner will receive a customized marketing campaign, designed in tandem with ESPN Chicago’s marketing consultants to drive success specific to their business goals and objectives. ESPN 1000 prides itself on its personalized, consultative approach with advertising partners, and looks forward to helping a local small business achieve their goals with the support of First Midwest Bank.

###

About Good Karma Brands

Good Karma Brands, LLC (GKB) is a sports media and entertainment company with expertise in local sports marketing activation. In addition to ESPN 1000 Chicago, radio assets include Newsradio WTMJ in Milwaukee, five additional ESPN affiliated radio stations and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB can also offer local marketing partners geo-targeted advertising on ESPN’s digital platforms. GKB boasts several premium brands, including an events division that produces the Wisconsin Sports Awards, Tundra Trio hospitality houses in Green Bay, Wis., and the Cheribundi Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com. **Media Contact:** Liz Staed lstaed@goodkarmabrands.com | 414-273-3776