



## ***Ear It Name Pronunciation Service*** **2019 Pricing Plans**

### **Full Service Plan**

(Annual fee).....\$300

The Name Engine will provide all aspects of the service, including:

- Coordination with your staff to confirm the correct pronunciations of your athlete names
- Broadcast-quality recording of the names using our professional voice talent (or you can provide your own MP3 files if you prefer)
- Creation of customized content box featuring your school's color and logo
- Entry of all names in our database (there is no limit to the number of names you can feature)
- Ongoing maintenance throughout the year

### **Do-It-Yourself Plan**

(Annual fee).....\$100

You perform all of the steps listed above, including the recording of your athlete name pronunciations (using your PA announcer, play-by-play voice talent, or the athletes themselves). There is no limit to the number of names you can feature.

### **Promotional Plan**

(Annual fee).....No charge

You perform all of the steps listed above. Additionally, you agree to provide the following promotional considerations to The Name Engine:

- A link to [www.thenameengine.com/ear-it](http://www.thenameengine.com/ear-it) from your athletics website
- A link to [www.thenameengine.com](http://www.thenameengine.com) from your school's .edu website
- Follow @TheNameEngine from your athletics Twitter account
- Like The Name Engine from your athletics Facebook page
- Provide at least 5 social media mentions throughout the year promoting the *Ear it* service