



Underwriting with Mix 101.3 WRKD-LP

How can you Partner with us!

What is Underwriting and how is it different from Advertising?

Underwriting is a partnership with the radio station. You have an opportunity to tell the community about your business. You can tell, but no sell in Underwriting.

Examples of Underwriting spot:

- Rockford Hardware, located at 123 South Main Street in Rockford, is a proud supporter of Mix 101.3 WRKD. Find out more information about us by calling Ralph at 419-555-1234 or on the web at RockfordHardware.com
- This hour of Programming is underwritten by the Whippy Dip Ice cream stand. Our Phone number is 419-555-9876.

Reasons to Underwrite with Mix 101.3 WRKD:

- **Promote your business.** Depending on the package you choose your spot will run when your target market is listening.
- **Parkway High School Sports.** Mix 101.3 WRKD is committed to covering as many sports events and special events in the Parkway Community. You can become an Underwriter of these events.
- **Online Promotion.** Social Media and Webpage exposure are key to the success of business. Mix 101.3 WRKD will be using social media and the webpage as a tool to help you promote your business. There are few restrictions on these outlets.
- **Showing Community Support.** As an Underwriter you show the community your support of Local Radio.
- **Tax Deduction.** Your Contribution is Tax Deductible.

Mix 101.3 WRKD-LP Radio
151 E. Columbia Street Rockford Ohio 45882
(419)363-3032 www.mix1013wrkd.com



Underwriting Packages:

Overnight	\$700 per year	\$400 for 6 months	\$250 for 3 months
Regular	\$900 per year	\$500 for 6 months	\$250 for 3 months
Full Show Sponsorship:	\$250	All Show Sponsor:	\$600

Sports Packages:	Cost
Football Only	\$ 150
Volleyball Only	\$ 150
Fall Sports	\$ 250
Boys Basketball	\$ 200
Girls Basketball	\$ 200
Winter Sports	\$ 350
Baseball	\$ 150
Softball	\$ 150
Spring Sports	\$ 250
Full Sports Package	\$ 800

Bundles

Underwriting/Sports Bundle	
Overnight + 1 sport	\$ 750
Overnight + 1 sport season	\$ 900
Overnight + Full sports	\$ 1,250
Regular Programming + 1 sport	\$ 900
Regular + 1 sport season	\$ 1,100
Regular + Full sport	\$ 1,450

Overnight and Shows	
Overnight + 1 show	800
Overnight + 2 shows	1050
Overnight + All shows	1150

Underwriting and Shows	
Regular Underwriting + 1 show	1000
Regular + 2 shows	1250
Regular + All shows	1350

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How do I know what Package to Choose?

Overnight: 10 p.m. – 6 a.m. If you want to reach the audience of the night you may choose to Underwrite our Overnight Programming. Your spot will run at least 3 times through the overnight hours.

Regular: 6 a.m. to 6 p.m. If you want to reach listeners during the day you may choose to Underwrite during regular programming. Your spot will run at least 3 times during this time.

Shows: You may want to underwrite a show, such as Greatest Hits USA on Sundays, Pure American Country Sunday's from 5 to 7 p.m., 60's at 6, 70's at 7, 80's at 8 or the 90's at 9, Worship with Andy Chrisman Sunday's from 10 a.m. to noon. Your spot will run during those shows and you will be mentioned on the webpage as the sponsor of the that show.

Sports: As a sports underwriter you will receive mention by the broadcasters of your support, your spot will run during timeouts and breaks in action in the event. You will be guaranteed 3 mentions in the Pregame, Halftime (or 5th inning), and postgame shows. Your spot will run at least one time during the game.

Bundle Deals:

You may want to Underwrite multiple different events. You may now bundle your underwriting and save.



What if I am an Individual and want to show my support of Community Radio:

Individual Plans are a cost-effective way to share a special message on a special day. You may sponsor a day for \$50.

Examples of Individual Underwriting Spot:

- The Smith family is underwriting today in honor of Bob's 105th Birthday. Happy Birthday Bob from your family and from Mix 101.3 WRKD.
- Jim and Nancy Jones are underwriting this day in honor of their 50th wedding anniversary, Jim says it was just yesterday that he married the love of his life. Happy Anniversary Jim and Nancy from Mix 101.3 WRKD.

Your spot will run 3 times in the day, and you will receive a CD copy of the spot that ran.

How do I get started?

You may simply fill out the attached form and return it to Mix 101.3 WRKD with payment. Checks Payable to 1013WRKD-Village of Rockford.



Agreement for Underwriting

Name of Business/Individual: _____

Address of Business: _____

City, State, Zip: _____

Telephone Number: _____

Other Contact Information (webpage, fax, email, etc.)

Package Option (Names and prices found on page 2) ex. Regular Year:

Do you want this Billed Annually or Monthly (12% service fee for monthly billing.

Annual Monthly (Initial for agreement to service fee _____)

Do you want to be in your spot: ___ Yes ___ No

Do you have a spot already you want us to use: ___ Yes ___ No

Individual Sponsorship ONLY:

Date sponsoring: _____

Contact Phone Number: _____

**Make checks payable to Village of Rockford WRKD-LP memo "Underwriting"



Dear Village Of Rockford,

If you have not tuned into the New Mix 101.3 WRKD, we encourage you to tune in and listen. We are working to bring a local radio station to the community that benefits everyone. We are adding nationally syndicated programs such as Worship with Andy Christmas, Sunday's from 10 until noon. Pure American Country with Bill Cody Sundays from 5 p.m. to 7 p.m. We are also continuing to bring you programs such as Greatest Hits USA and local sports.

We are asking for your support in the process to continue to bring this programming. There are three ways you can help Mix 101.3 WRKD. First, we can use your support. Your tax-deductible Underwriting dollars are used to bring programming to the station as well as upgrades to equipment. Secondly, you can help by sharing news and information with the station. You can find us online at www.mix1013wrkd.com, on this site you can sign up to be on our electronic mailing list. Also, you may follow us on Facebook to keep up with sports schedules and broadcasts. www.facebook.com/101.3wrkd. Finally, we would love to have you tune in to our station, have it on at your place of employment, and spread the word about our broadcasts.

Included with this letter is a copy of our underwriting package. We encourage you to pick a package that benefits you and your company. Your underwriting spot can spotlight your business but cannot advertise specials or deals that you are running. We can, however, advertise your company specials on our Facebook page as well as our webpage.

We are working to release an app in both the Apple store and Google Play that will allow you to listen to the station as well as follow our social media feeds. This app will be beneficial in connecting your business with the listeners of the station.

Thank you in advance for taking the time to read this over and consider us as an advertising outlet for your business.

Kindest Regards,

WRKD-LP Board of Directors

Todd Henkle
Chris Rasbach
Kevin Browning
Steve Gehle