

Underwriting & Sponsorship Opportunities



OWL Radio

Kennesaw State University
1000 Chastain Road
Kennesaw, GA 30144-5591

678-797-2005
www.ksuradio.com
www.ksumedia.com

Dear Merchant:

KSU's OWL Radio wants your support. With businesses such as yours, we'll be able to grow in no time. By reaching the KSU Radio audience, your business will also grow with our help. We want to help keep more of their business near campus, which in turn helps you. We are asking for support from local Kennesaw businesses to help make upcoming events memorable for the students and listeners of OWL Radio. Sure, money would be nice... but we're also interested in food and prize donations that will help promote your business and draw Kennesaw students your way.

We're looking for the following donations from Kennesaw and other local merchants:

- **Prizes** – these can be actual items, gift certificates or other interesting things
- **Coupons** – another way that we can help draw people to your shop
- **Food** – something we can set up and give away to passing students
- **Money** – we're not proud, we'll take your money if you don't have one of the other items! Or if you are generous enough to offer a combination of money and gifts, there's really no way for us to turn it down.

OWL Radio runs 24/7/365 on campus and the Internet. Clients should note that we are pursuing a low powered AM frequency, but currently only does web streaming. KSU OWL Radio is a noncommercial college station and may run underwriting show sponsorships on the air, and offer banner advertisement options for you on our website. Our prices are very reasonable and our listeners could very well be your customers.

With support from businesses such as yours, we can continue to grow while simultaneously helping to promote your business - a win-win situation. This new venue for advertising on KSU's radio station can benefit your business, but only if you are a part of the action. Wondering how you can grab hold of this great opportunity? The answer is through underwriting!

WHAT IS UNDERWRITING?

Underwriting is a specialized form of advertising. According to FCC guidelines, underwriting cannot include a "call to action" or opinion statements. Underwriting messages may include up to 20 words after the names of your business and can be no longer than 30 seconds. The following can be included in underwriting;

- Name of business
- Address(es)
- Phone Number/Website
- Hours of Operation
- Product line list without adjectives
- Logo phrase if it is not qualitative

Sample: "Comics Kingdom – offering new and classic comics, graphic novels and manga. Located one block west of the Rotunda mall. 222-222-2222."

Underwriting:

Announcements (per week):

2AM-8AM

5 Mentions: \$10.00
10 Mentions: \$20.00
15 Mentions: \$30.00
+ \$1.00 for every mention after 15

8AM-12PM

5 Mentions: \$15.00
10 Mentions: \$30.00
15 Mentions: \$45.00
+ \$2.00 for every mention after 15

2PM-8PM

5 Mentions: \$30.00
10 Mentions: \$60.00
15 Mentions: \$90.00
+ \$5.00 for every mention after 15

8PM-2AM

5 Mentions: \$25.00
10 Mentions: \$50.00
15 Mentions: \$75.00
+ \$4.00 for every mention after 15

Show Sponsorship:

1 semester (16 weeks): \$100.00
2 semesters (32 weeks): \$175.00

Packages:

Gold: \$500.00/semester

- Exclusive sponsorship of 1 show
- 12* mentions between 6pm-12am
- 5* mentions between 12pm-6pm
- Sentinel newspaper advertising 25% discount

Blue: \$250.00/semester

- 5* mentions between 6pm-12am
- 5* mentions between 12pm-6pm
- Sentinel newspaper advertising 15% discount



* mentions are daily and are a combination of prerecorded spots and live announcements.

Both packages receive numerous bonus mentions!



KSU OWL Radio Sponsorship Contract [contract #: _____]



Sponsor:

Company:

Attention:

Address:

City/State/Zip:

Phone:

Schedule Date(s):

Total Announcements/Package:

Agreement Total Net to Station:

Payment Terms: Full payment is due within 30 days from date of invoice. Payment becomes delinquent 15 days following due date. A 1.5% late payment interest charge is incurred upon delinquency. **Pre-empted Underwriting Policy.** Any failure, interruption or delay in presenting the Underwriter's announcements as originally scheduled, either in whole or in part, shall not constitute a breach of this Contract if such an event results from any of the following causes: technical difficulties, national emergencies, governmental restrictions, acts of God, or any other cause beyond the Broadcaster's control. Should there be a failure to broadcast the Underwriter's announcement, the Make Good options, as noted in this Contract will be in effect.

Options for Make Good (check one):

Same Week

Extend

Contract

Final Station approved copy is due ten (10) business days prior to the schedule start date. If a copy is not available, your company name, description, phone number and website address will be used. If this contract correctly states your understanding of the contract terms, please sign as stated below.

Sponsor :

_____ Date

Signature | Print Name

OWL Radio:

_____ Date

Signature | Print Name

Thank you!

OWL Radio

Student Radio at Kennesaw State University
www.ksuradio.com

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