

WKNC 88.1 RADIO RIDE: ALLEYCAT BIKE RIDE

SPONSORSHIP INQUIRY: PACKAGES

This fall WKNC 88.1 FM HD-1 will hold its third annual alleycat style bicycle ride and we need your help to make it the biggest success it can be! All proceeds of the event will go to benefit WKNC so it can continue its mission to bring non-corporate, non-commercial radio to the Triangle! WKNC is an official 501(c)3 non-profit, so check with your lawyer about potential tax breaks for sponsoring.

Benefits of sponsorship include:

- Access to the North Carolina State University college market
- Exposure to an audience spanning the Triangle and beyond
- Promotion on WKNC social media, awarded College Broadcasters, Inc., Best Social Media Presence for 2014 and 2015 with a combined followership of over 25,000 across all platforms
- The chance to support North Carolina's local music scene and bicycling community

Radio Ride "Single Speed" Sponsor (\$25-\$99)

- Company logo / link to company website on the WKNC Radio Ride website
- Company logo / link to company website on Facebook event

Radio Ride "Fixed Gear" Sponsor (\$100-\$199)

- Company logo / link to company website on the WKNC Radio Ride website
- Company logo / link to company website on Facebook event
- Live mention of sponsorship at event
- Web graphic (300x250) on wknc.org for fifteen (15) days

Radio Ride "10-Speed" Sponsor (>\$200)

- WKNC underwriting credit (on air advertising) for value of your donation, good for up to one year
- Promotion of sponsorship on wknc881 Facebook (9,000+ fans)
- Promotion of sponsorship on wknc881 Twitter (10,000+ followers)
- Company logo / link to company website on WKNC Radio Ride website
- Company logo / link to company website on Facebook event
- Live mention of sponsorship at event
- Web graphic (300x250) on wknc.org for thirty (30) days



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Please select the sponsorship package of your choice:

- Radio Ride Single Speed Sponsor (\$25-\$99)
- Radio Ride Fixed Gear Sponsor (\$100-\$199)
- Radio Ride 10-Speed Sponsor (\$200+)

Total value of donation: \$

- Cash
- In-kind (please describe)

Company Name (as it will appear in sponsorship materials)

Company web/social media address

Representative's Name

Mailing Address

Email

Phone

Payments may be made via credit card or check. Please make checks payable to North Carolina State University. To make a payment by credit card, please call 919-513-0362. Please email your company logo (as you want it to appear in sponsorship materials, visible on a black background) and 300x250 pixel JPEG for the web graphic to advisor@wknc.org. Upon receiving your payment and logo, WKNC will issue you a receipt for your records. Sponsorships may be tax deductible.

Signature

Date