

Date

Dear Business Member:

WQRI 88.3 FM, Roger Williams University's Student Radio, has a unique opportunity for local businesses to reach over 200,000 potential clients through promotional sponsorship with WQRI. WQRI has four packages for businesses to choose from to allow sponsors the freedom to choose a package that is economical and offers individualized exposure for involved parties.

WQRI 88.3 FM broadcasts to the entire Roger Williams University community as well as the towns of Bristol, Warren, Portsmouth, Middletown and Barrington in Rhode Island's East Bay, and the nearby Massachusetts communities of Fall River, Swansea and Somerset. Our programming schedule is organized to target all demographics throughout the day, which maximizes your exposure to all of our listeners. WQRI offers an eclectic blend of music, news and entertainment that caters to the ears of everyone looking for a revolutionary radio experience.

WQRI's permit with the Federal Communications Commission allows for non-commercial, educational stations to conduct underwriting for the identification of businesses that assist in supporting WQRI. Underwriting differs from commercials as the latter advertises a particular business, product or service whereas underwriting serves as an acknowledgement of donors in general. Below is an example of a commercial promotion and an underwriting spot to better illustrate the differences between the two:

Commercial: *Tired of being swindled by shifty workers and high prices? Come down to X Automotives located on the corner of Y and Z. The automotive technicians at X Automotives have extensive training to assure quality craftsmanship at a price that cannot be beat. Come down to X Automotives this Sunday ONLY to receive free tire rotation and alignment when you purchase four tires for the low cost of \$.*

Underwriting Spot: *The next segment of programming is brought to you by our sponsors at X Automotives located in _____, RI. For more information about the services offered at X Automotives visit their website at www.xautomotives.com or call 401-254-5555 for more information.*

Your underwriting support is showcased through on-air recognition on 88.3FM and online at <http://wqri.rwu.edu>. All on-air mentions are run through an automated system to ensure quality and monitored by the Program and Promotion directors.

We hope that you will seriously consider partnering with WQRI through underwriting sponsorship and allow us to catapult your business to a higher level.

Sincerely,

Promotions Director



WQRI Community Partners Program:

Gold Level Community Partner: \$3,000 annually

Benefits:

On air mentions – 10-15 seconds

100 ROS, 7A-10A

100 Fixed position newscasts per week, 7A – 10A

200 Total mentions over 20 weeks

WQRI Website:

Banner ad for 20 weeks

Station events:

Banner/poster signage at WQRI events

Complimentary preferred seating at station events

Business visit from WQRI

Deejay for a day:

WQRI Merchandise

Silver Level Community Partner: \$1,500 annually

Benefits:

On air mentions

100 Mentions ROS, 7A-10A, 4P-7P

50 Fixed position newscasts, 7A-10A, 4P-7P

150 Total mentions over 20 weeks

Website:

Banner ad for 10 weeks

Station events:

Poster signage at WQRI events

Complimentary preferred seating at station events

Deejay for a day

WQRI Merchandise



Bronze Level Community Partner: \$750 annually

On air mentions:
100, ROS, 7A – 10A, 4P – 7P
100 Total mentions over 20 weeks

Website:
Banner ad for 7 weeks

Station events:
Inclusion in signage at WQRI events
Complimentary preferred seating

WQRI Merchandise

Associate Level Community Partner: \$400 annually

On air mentions:
50 ROS, &a-10A, 4P-7P
50 Total mentions over 20 weeks

Website:
Banner ad for 4 weeks

Station events:
Inclusion in signage at WQRI events

WQRI Merchandise

