

BOISE STATE RADIO

January 2008

Dear Sponsorship Partners,

Thank you for thinking of Boise State Radio for your media sponsorship needs.

Due to the overwhelming number of requests we have had over the previous year, we have made some changes to the media sponsorship application process so that we can provide better service to you, our valued partners.

First, we have increased the minimum cash contribution from each applicant to better reflect the value of our sponsorship. A minimum cash contribution of \$500 is requested for non-profits seeking sponsorship and \$1,000 for for-profits.

Second, we are limiting the number of events we sponsor in order to provide the best possible service. While we would like to accept all applications, there are more worthy events than we can handle.

And finally, we have established new quarterly deadlines for each application. For example: If your event takes place in June, we will need to receive your application by mid-February in order for it to be considered. (Our new deadlines are listed at the left.) This will allow us the time to thoroughly review all applications and make an informed decision on the sponsorships we choose to take on, and those we cannot.

We hope this new system will help streamline our process and better serve our community partners. Should you have any questions, please call us. We're looking forward to a great 2008 and can't wait to hear from you soon!

Most Sincerely,

Adrienne

Adrienne Zachary
Marketing & Special Events Manager
Boise State Radio
(208) 426-3619

Kathe

Kathe Alters
Underwriting Manager
Boise State Radio
(208) 426-3617

**MEDIA SPONSOR
APPLICATION
DEADLINES:**

Apply By:
February 15, 2008
For April-June
2008 events

Apply By:
May 16, 2008
For July-
September 2008
events

Apply By:
August 15, 2008
For October-
December 2008
events

Apply By:
**December 12,
2008**
For January-March
2009 events

**For season-long
sponsorship
requests, apply
two quarters before
the first seasonal
event.**

Request to Boise State Radio for Media Sponsorship

Media Sponsorship

Please include your event's media budget for radio airtime to help us determine the level of our sponsorship. A minimum cash contribution to Boise State Radio (BSR) of \$500 is requested for nonprofits seeking sponsorship; \$1,000 for for-profits seeking sponsorship.

If we accept the media sponsorship, we match the number of underwriting spots purchased to announce the event. For a limited number of sponsored events, BSR may also feature the event in one or more of the following ways: in our monthly members' e-newsletter, on our home page, through a web-based ticket contest, or on-air during our Fall or Spring Pledge Drive. Applications must be sent at least 60 days in advance of the event to be considered.

Requestor Information	
Organization:	Tax ID#:
Contact Name:	Title:
Phone/Fax:	Email:
Address:	Website:

Event/Sponsorship Information	
Name of Event:	Event Date:
Expected Number of Attendees:	Budget for Boise State Radio: \$
Description of Event and Attendees (below):	Total Media Budget for Radio: \$

Brief Description of Event:

Sponsor Acknowledgement Opportunities

- BSR banner at the event
- BSR Logo on posters, programs and other event materials
- Display table
- Acknowledgement of our sponsorship from the stage at the event
- Tickets to the event
- Other _____

Requested by: _____
Signature & Title of Organization Representative Date

- Please fax the completed form to (208) 344-6631, or email to adriennezachary@boisestate.edu -- put "Sponsorship Request" in the subject line.
- We will contact you to discuss sponsorship within 14 days of receiving your application. Thank you!
- Questions? Contact Adrienne Zachary, Manager, Marketing & Special Events, at (208) 426-3619.

Received: _____
initials date

APPROVED BY: _____
Hy Kloc, Associate General Manager for Development Date

COMMENTS: _____

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