



WFDD Partnership Application Information

In an effort to market itself to the community, as part of its public service, and in fulfillment of its mission statement, 88.5 WFDD partners with select arts and community events in its coverage area. All partnership arrangements are handled by WFDD’s Marketing & Community Outreach Department.

WFDD has a limited budget for media partnerships over the course of each calendar year; and makes strategic decisions about media partnerships based on past experiences, current needs, and current resources. Organizations with which WFDD partners must be nonprofit in nature (see Federal Communications Act of 1934, section 399B). Supported events must be located in or closely adjacent to WFDD’s listening area, open to the general public, and of general interest to our listenership.

WFDD’s media partnership of an event is in the form of on air promotional announcements, and, potentially, website and email exposure for the sponsored event. On air promotional announcements are up to 30 seconds in length and are valued at \$55 per spot. Web presence is valued at \$75 per week’s exposure. Hyperlink mention in WFDD’s monthly email newsletter is valued at \$500.

Due to overwhelming community interest in partnership opportunities, we have created new regulations for the application process to keep it operating successfully and efficiently. The station requires equal promotional value in return for a media partnership, **plus the purchase of an underwriting contract in the amount of 20% of the value of the partnership to run concurrently.**

Requesting organization should submit its standard partnership sales packet to WFDD, detailing sponsor benefits and value of those benefits. The WFDD Marketing & Community Outreach Department will review the materials and make a decision on the partnership based on previous commitments, overall partnership budget, and benefit to WFDD. All applications must be submitted during the appropriate window three months prior to the scheduled event.

Media Partnership 2011 Application Deadlines:		
Apply Jan 10-23 for April-July events.	Apply May 6-22 for Aug-Nov events.	Apply Sept 5-18 for Dec- Feb events.

We hope that this new system will help organize and facilitate more successful partnerships with our community partners. If you would like to learn more or want to request WFDD to be a media partner of your event, please contact Molly Davis in the WFDD Marketing & Community Outreach Department.

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