88.5WFDD
Your NPR News & Triad Arts Station from Wake Forest University

Media Partnership Application

Please include your event's media budget for radio airtime to help us determine the level of our partnership. 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. Messages must run concurrently.**

For a limited number of sponsored events, WFDD may also feature the event in one or more of the following ways: in our monthly members' e-newsletter, on our website, or through a web-based ticket giveaway. Application periods are **January 10-23** for April-July events, **May 6-22** for August-November events, and **September 5-18** for December-March events.

Applicant Information	
Organization:	Non-profit status/Tax ID#:
Contact Name:	Title:
Phone/Fax:	Email:
Address:	Website:

Event/Partnership Information	
Name of Event:	Event Date:
Expected Number of Attendees:	Budget for WFDD: $
Description of Event and Attendees (Below):	Total Media Budget: $

Brief Event Description:

_____

_____

_____

Sponsor Acknowledgement Opportunities (Program Ad, Logo Placement, etc. Include sponsor packet if available.)

_____

_____

Requested by: _____

Signature & Title of Organization Representative Date

- Please fax the completed form to (336) 758-3083, or email to davismy@wfu.edu with "Partnership Request" in the subject line.
- We will contact you to discuss sponsorship within 14 days of the end of your application period. Thank you!
- Questions? Contact Molly Davis, Marketing & Community Outreach, at (336) 758-4870.

OFFICE USE ONLY Received: _____ _____

Initials Date

APPROVED BY: _____

Molly Davis, Marketing & Community Outreach Date

COMMENTS: _____