



Empowerment Resource Center of Asheville and Buncombe County

WRES-LP 100.7 FM

Underwriting /Sponsorship Package

Our Mission

WRES's mission is to produce and air segments that are relevant to our community. Just a few of the main important life issues that are addressed include: job readiness, homeownership, financial wellness, entrepreneurship, and health and wellness awareness. It is our objective to empower our listeners with skills and knowledge that will improve the overall quality of health and life in People of Color and those of low wealth in our community.

Our Reach

The official area that WRES reaches is within the boundaries of the Asheville City limits by traditional radio wave. Our original projection was for a listening radius of 65,000 people. To date we have received reports of reception as far as Weaverville to the north, Hendersonville to the south, Canton to the west and Black Mountain to the east. However, our reach is boundless with our accessibility through internet and radio applications on smart phones.

Our Need

WRES relies on support from the community in order to cover operating costs. If you or your organization are contemplating becoming a WRES underwriter, please consider the following benefits of sponsorship:

- WRES is a good investment for your marketing dollars. Since we are not a commercial radio program we have significantly less advertising clutter which means that our supporters' messages will stand out in the minds of our listeners.
- You will be supporting community building when you support WRES. Your financial support will allow us to develop high quality and vitally important information for our whole community. You'll be helping to make Asheville and our surrounding region an even more vital and vibrant location.

Other benefits of underwriting include:

- Reaching an important and diverse audience.
- Increasing your public relations efforts.
- Enhancing your company's image.
- And remember, underwriting is cost effective!

WRES PROGRAMMING SPONSORSHIP PACKAGE

Sponsorship Guidelines

Program sponsorship on WRES is a great way for your business to provide tax-deductible support for the station while identifying, informing and describing your business on the air. While many sponsors (or underwriters) report better success with underwriting than with other advertising efforts, sponsorship messages must be seen as a way to inform listeners, not promote a business. Because we are a non-commercial station, we are prohibited by the Federal Communications Commission (FCC) to air advertisements. They view underwriting credits as a way to acknowledge gift support by businesses.

The Messages

After identifying the name of a business, the underwriting credit can include as many as 30 words of descriptive copy. More than once message can be used in rotation. Also, the message can be changed as needed with advance notice.

The FCC has set specific guidelines that must be observed regarding the language of underwriting announcements. In addition, the station has a few additional guidelines to assure a non-commercial sound. Here are the basics:

- **No narrative descriptions:** words like *best, better, more* or *superior*.
- **No qualitative descriptions:** words like *excellent, tasty* or *good*.
- **No pricing information:** that is, no mention of interest rates, discounts, sales or savings information.
- **No calls to action:** such as *Try Texaco next time you buy gasoline* or *Enjoy a night out at Montclair Restaurant*.
- **No inducements:** such as *now offering free checking, or six months free service when you call today*.

Empowerment Resource Center

Physical Address: 91 Patton Avenue Suite 102 Asheville, NC 28801 • Mailing Address: P.O. Box 7495 Asheville NC 28802
828-281-3065 (Office) 828-281-3067 (Fax)

www.wresfm.com

WRES PROGRAMMING SPONSORSHIP PACKAGE

Underwriting/ Sponsorship Options

PLATINUM SPONSORSHIP PARTNER

\$5,000 or more

- Announcement of your business/organization on radio eight times daily , listing on website, with website link to your organization for one year.

GOLD SPONSORSHIP PARTNER

\$2,500 - \$4,999

- Announcement of your business/organization on radio six times daily , listing on website, with website link to your organization for one year.

SILVER SPONSORSHIP PARTNER

\$1,000 - \$2,499

- Announcement of your business/organization on radio four times daily , listing on website, with website link to your organization for one year.

BRONZE SPONSORSHIP PARTNER

\$500 - \$999

- Announcement on radio two times daily , listing on website, with website link to your organization for one year.

COMMUNITY SPONSORSHIP PARTNER

\$50 - \$499

- Announcement of your business/organization on radio two times daily for one month.
- Short term underwriting and cost for two to six months is available upon request.

**Time placements of underwriting announcements may vary depending on Programming schedule.*

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CHECK ONE:

- Platinum** Sponsorship Partner
- Gold** Sponsorship Partner
- Silver** Sponsorship Partner
- Bronze** Sponsorship Partner
- Community** Sponsorship Partner

Payment options:

- I would like to be invoiced :** Annually Bi-Annually Quarterly Monthly
- I will pay today on line

CONTACT INFORMATION:

Date: _____ Organization: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Website: _____

Contact Name: _____ Phone: _____ E-mail: _____

Desired underwriting spot language:

Please make checks payable to Empowerment Resource Center

Mailing Address: P.O. Box 7495 Asheville NC 28802

If you choose to pay on line please fill out the information above and make you donation utilizing our donate now button.

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