



WSOV is a low power FM community radio station located in Millheim, PA, serving approximately the Penns Valley Area School District and reaching almost to Mifflinburg on the east.

WSOV Sponsorship Contract

What is Sponsorship?

Sponsorship is a way of supporting WSOV that also benefits you! Sponsorship gets you on-air promotion similar to that heard on public radio. For example, "this program is brought to you with the support of your friendly neighborhood grocery store, Burkholder's Country Market, providing a wide range of fresh and local foods right here in Penns Valley." FCC guidelines prohibit us from using superlatives -- "the best grocery store in the Valley" or giving a call to action -- "come in today for our fabulous sale on whoopee pies." We can however, announce special events or other things that are unique to your business.

Each business or individual can work with WSOV to record (or have us record) a sponsorship announcement that gets the story of their business or service out to the community. Alternatively, you may give us your pre-recorded message (up to 20 seconds long). Individual, one-time sponsorships of a specific show can also be purchased for \$25/hour. That gets you three on-air announcements of your sponsorship during a given show.

The following are ongoing sponsorship levels:

Brass Level:

Cost: \$300/year

On-air sponsorship mentions: 120/year = roughly twice per week

6 Facebook Posts per year

A link on our website to your business

Silver Level:

Cost: \$400/year

On-air sponsorship mentions: 156/yr = roughly 3 times per week

8 Facebook Posts/year

2 links on our website to your business

Gold Level:

Cost: \$600/year

On-air sponsorship mentions: 240/yr = 3 times a day, at least 80
calendar days

10 Facebook Posts/year

4 links on our website to your business

Sponsorship of 1 regularly scheduled Radio Show

1 Webpage Sponsorship



Sponsor Agreement:

_____ has agreed to sponsor
(Business or individual, also called “sponsor”)

WSOV at the rate of \$_____/year, beginning __/__/2018. This
sponsorship is at the _____ level. Said sponsor will
provide their own spots (up to 20 seconds in MP3 format) or work with
WSOV to create and record spots. In return, WSOV agrees to air these
spots at the levels specified in the descriptions above.

Signed: _____ Date: _____
Sponsor

Signed: _____ Date: _____