# Give Your Event a Boost With a WHAV Sponsorship

Survey results demonstrate most people learn of local arts, culture, civic and charitable events from WHAV. Partner with WHAV for greater fundraising, participation and attendance for your organization.

97.9 WHAV, Greater Haverhill's only public radio station and nonprofit local news service, aims to help bona fide nonprofits in its listening area carry out their missions successfully and achieve goals. As a nonprofit itself, WHAV also seeks mutually beneficial relationships in furtherance of its purpose and mission.

Only a limited number of opportunities are available, but priority is given to events:

- Most closely aligned with WHAV's mission
- Within WHAV's service area
- Open to the public
- Where no paid advertising is placed with other media*
- Not featuring candidates for office or political organizations

*Events where paid advertising is placed in other media must commit to a minimum, but discounted, advertising/underwriting schedule reasonably commensurate with the organization's size, scope and/or other advertising expenditures.

## Program Overview

Nonprofits wishing to take advantage of WHAV's enormous reach—on air, online and in social media—are asked to:

- Name WHAV as a "Media Sponsor" and use WHAV's supplied logo in all promotional materials, included but not limited to flyers, handouts, program books, websites, email notices, social media and advertising
- Place WHAV banner (or equivalent) at event
- Exclude other sponsor names in promotional announcements unless sponsors' names are included in the name of the event
- Provide at least three weeks' advance notice of events
- Limit sponsorship requests to not more than four each year



Your agreement, for example, is required before appearances on WHAV's live morning program, Community Spotlight, Wavelengths eNewspaper and other vehicles except where such appearances and mentions are included in newscasts and news posts as a service to WHAV's listeners and readers. Exceptions may be considered on a case-by-case basis.

## Media Sponsorship Package

To be considered for a media sponsorship your organization must be a nonprofit or community service organization and complete an online application. Priority is given to organizations where at least one officer is also a member in good standing of WHAV. Organizations chosen for a media sponsorship receive:

- Priority on-air Community Spotlight rotation
- Community Spotlight features on radio, 24/7 Live Stream, WHAV.net, Wavelengths eNewspaper and on social media
- Free or reduced cost on-air promotion on a run-of-schedule basis
- On-air recognition via ticket giveaway, where applicable
- Possible banner ads at WHAV.net

### Next Step

Complete the Media Sponsorship Request form under "Info and Contacts" at WHAV.net.

97.9 WHAV®

WHAV.NET *Catch the Wave*

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