



## **WJCT Media Sponsorship Guidelines**

WJCT's Media Sponsorship Program is a partnership between WJCT and a non-profit or not-for-profit organization, in which mutually beneficial services are exchanged. WJCT participates in media sponsorship as part of our mission to serve our community and to provide and expose our viewers and listeners to a variety of cultural, artistic and community experiences.

The following information should be helpful in determining if your event or request fits within our media sponsorship guidelines.

### **Media Sponsorship Guidelines & Criteria**

- Events or programs must be submitted by a not-for-profit organization or non-profit agency.
- Events or programs should have appeal and value to WJCT's audience and/or provide some service or benefit to the community, viewers, listeners and/or supporters.
- Priority will be given to events or programs that target a diverse population or address a community need. Target audience and size will be taken into consideration along with timing of year. WJCT can sponsor a limited number of events each month/year.
- Priority will be given to events or programs that reinforce WJCT's mission..."To provide programming and services that celebrate human

diversity, encourage joyful learning, promote civic participation and empower citizens to improve the quality of their life.”

- Priority will be given to events or programs that include reciprocal benefits for WJCT.
- Examples of benefits a non-profit organization could provide include: featuring WJCT staff as emcee, WJCT presence at the event with booth and banner, logo placement in programs and other printed materials, inclusion in other media placement, links between websites, on-site announcements or signage, tickets to event, additional paid underwriting contract.
- Organizations that maintain a box office and charge admission to their events are expected to underwrite on WJCT with 50/50 cash to media sponsorship value.
- Media sponsorships do not guarantee news coverage or First Coast Connect interviews.
- Events or programs related to candidates for office or political organizations cannot be fulfilled.

### **Media Sponsorship Scheduling Information**

- Media Sponsorship includes on-air announcements on 89.9FM and WJCT television and possibly online ad on [www.wjct.org](http://www.wjct.org) if ad space is available.
- Media sponsorships will be scheduled in a rotation throughout WJCT’s Total Day Parts; meaning drive time day parts are not

guaranteed but are included in the rotation throughout available spots.

- Media sponsorship announcements will be aired 2 weeks prior to the event unless an alternative schedule is worked out.
- Media sponsorship announcements will be written in a neutral language that does not endorse, promote or call to action, but rather, shares information and details of the event or program. WJCT cannot accept pre-recorded spots.
- The media sponsorship includes the presenting organization only; no other sponsors will be mentioned in the spots.
- The organization may also wish to promote the event or program beyond the media sponsorship. In those cases WJCT can offer an underwriting agreement for paid spots.

## **WJCT Media Sponsorship Submission Information**

Name of organization:

Mailing Address:

Contact name:

Phone:

Email:

Is your organization a Non-Profit 501(c)(3):

Organization's mission statement:

Organization's target audience:

Organization's audience size for Single Event, for Series/Season:

Organization's marketing budget or in-kind equivalents:

Has your organization received a WJCT Media Sponsorship in the past?

Year/s received:

How has or how will WJCT Media Sponsorship benefit your event/organization?

Name of single event or series/season:

Date(s) of the event:

Location/Venue:

Purpose of event:

Description of the event or series

Will WJCT be the exclusive media sponsor? If not, what other organizations are involved?

Please list the benefits (marketing/exposure/tickets) your organization can provide to WJCT:

Current or previous media sponsorship or underwriting agreements, program appearances or interviews and/or submission of an application do not guarantee a WJCT Media Sponsorship, nor does a WJCT Media Sponsorship include programming appearances, interviews, special announcements or on-air ticket giveaways.

For information about WJCT underwriting opportunities, please contact

**Donna Starratt**

*Director of Corporate Marketing*

904.358.6367

[dstarratt@wjct.org](mailto:dstarratt@wjct.org)

Applications will be reviewed and you will be contacted back within 10 working days of receipt of application.