



Western States Public Radio Online Auction Sponsorship Information

How it works:

From February 18-27, more than 1.5 million listeners throughout Arizona, California, Nevada, Oregon, Utah and Washington will be invited to join in a regional fundraising event to benefit public radio. Via on-air and off-air methods, listeners and other interested parties will be directed to an online auction catalog where they can bid on goods, services and experiences.

Exposure:

This event will be promoted hourly on each station throughout the 10-day event, with a total estimated on-air promotional value in excess of \$1 million. Web-wise, the online auction site is projected to receive in excess of 2.6 million page views by more than 82,000 people. This event is an outstanding "viral" marketing tool. Bidders spread the word to friends and family, so the potential audience is far beyond just those people listening! (Through the online auction host, Bidding for Good, Nevada Public Radio's local online auction last year saw visitors from 43 countries around the globe.)

Sponsorship:

For your sponsorship investment of \$2500, you will receive:

- Global presence via logo tile on each page of auction site
- Live link embedded in your tile
- Rotating display tile at bottom of auction home page
- On-air recognition as an event sponsor on all partner stations

Public radio listeners overwhelmingly report having positive feelings towards companies that support public radio, and believe such businesses have more credibility.

*Source: Edison Media Research

Total Sponsorship Value: \$28,000

Complete the form below to participate:

Business Name		Primary Contact	
Address		City, State, Zip	
Phone	FAX	E-mail	
Payment preference: <input type="checkbox"/> Send Invoice <input type="checkbox"/> Check enclosed			
<input type="checkbox"/> Credit Card: MC/VISA/AMEX/DISC Card # _____ / _____ / _____ / _____ exp date: ____ / ____			
Signature		Date	

Please return via e-mail to ADDRESS or fax to NUMBER.