

## WNYC Media Sponsorship – Application Guidelines

### WNYC Media Sponsorship Purpose:

WNYC's Media Sponsorship program strives to provide a voice for diverse, thought-provoking ideas, people and experiences within our community. By providing media sponsorship to local nonprofit organizations and events, we can expose our listeners to a variety of cultural, artistic and community experiences throughout the New York Metropolitan area that entertain, promote discourse and increase participation in our community.

### WNYC Media Sponsorship Awards:

Media Sponsorship includes on-air announcements, event listings on WNYC's Events Page: [www.wnyc.org/events](http://www.wnyc.org/events), and logo and text mentions in WNYC Community Engagement e-newsletter. There are three levels of sponsorship:

- **Cultural Arts Partnership(Series/Season Sponsorship – Fee based):** On-air announcements and online event listings are granted to a series of events throughout the year. This type of sponsorship applies most to theatre, concert, dance, literary and film series or any other series or season-based activities. (Click for description)
- **Single Event Media Sponsorship:** On-air announcements and online listing are centered on a single event. This type of sponsorship applies most to festivals, museums, art exhibitions and special events. Single events within a series/season may be awarded a Single Event Sponsorship instead of a Series/Season Sponsorship.
- **Community Event Sponsorship:** Web-only listing for a single event.

### WNYC Media Sponsorship awards are based on the following criteria:

- Nonprofit status of applying organization.
- Event alignment with WNYC's mission and event relevance and service to the WNYC audience.
- Event target audience and its size.
- Event timing within the year. WNYC can only sponsor a limited number of events per month.
- Event category/type. WNYC seeks to sponsor as broad a range of events as possible.

**NOTE: Advocacy/fundraising events are not eligible for WNYC Media Sponsorship. WNYC does not air PSAs.**

### WNYC Media Sponsorship recipients are requested to provide WNYC with:

- WNYC logo/text presence on all printed, Web and press material relating to the event.
- An on-site presence –banners, table/booth (when applicable and when WNYC staff is available).
- In-kind tickets to the event (if the event is ticketed).
- An invitation to emcee the event (where applicable and when an emcee is available).

To be considered for a WNYC Media Sponsorship, please complete our online application form available at [www.wnyc.org/events](http://www.wnyc.org/events). If details for your event(s) are unknown, fill in as much information as possible. Applications will be reviewed and you will be contacted within a week to let you know that you have been awarded a WNYC Media Sponsorship for your event. An application does not guarantee sponsorship.

**For more information about WNYC Media Sponsorship, contact Khim Davis at 646-829-4469 or [outreach@wnyc.org](mailto:outreach@wnyc.org).**

*Current or previous media sponsorship or underwriting agreements, program appearances or interviews and/or submission of an application do not guarantee a WNYC Media Sponsorship, nor does a WNYC Media Sponsorship include programming appearances, interviews, special announcements or on-air ticket giveaways. For information about WNYC underwriting opportunities, please contact Vince Gardino, Executive Director of Corporate Underwriting, 646-829-4477 or [vgardino@wnyc.org](mailto:vgardino@wnyc.org). For information on how to get in touch with producers of a specific program, please visit [wnyc.org](http://wnyc.org).*