



WQXR Media Sponsorship – Application Guidelines

WQXR Media Sponsorship Purpose:

WQXR'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.

WQXR Media Sponsorship Awards:

Media Sponsorship includes on-air announcements, event listings on WQXR's Events Page: www.WQXR.org/events, and logo and text mentions in WQXR Community Engagement e-newsletter.

- **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.

WQXR Media Sponsorship awards are based on the following criteria:

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

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

WQXR Media Sponsorship recipients are requested to provide WQXR with:

- WQXR 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 WQXR 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 WQXR Media Sponsorship, please complete our online application form available at www.WQXR.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 WQXR Media Sponsorship for your event. An application does not guarantee sponsorship.

For more information about WQXR Media Sponsorship, contact Christine Herskovits at 646-829-4057 or outreach@WQXR.org.

Current or previous media sponsorship or underwriting agreements, program appearances or interviews and/or submission of an application do not guarantee a WQXR Media Sponsorship, nor does a WQXR Media Sponsorship include programming appearances, interviews, special announcements or on-air ticket giveaways. For information about WQXR underwriting opportunities, please contact Laurie Pracher, Senior Director of Corporate Underwriting, 646-829-4477 or lpracher@WNYC.org.