



Day Sponsor Guide

The Day Sponsor benefit gives donors the opportunity to dedicate a day of WCBU programming in celebration of a milestone such as a birthday, anniversary, wedding, retirement, or memorial, or to encourage support for a community organization. Day Sponsorship is available to those who contribute \$365 or more per year.

Day Sponsor Process

- Day sponsorships may be reserved at any time, but a minimum of two weeks' notice to schedule and voice your announcement is appreciated.
- Five on-air announcements will then be scheduled on the date of your choice.
- Announcements are reviewed, approved, and recorded by WCBU.
 - We will work with you on appropriate length and wording.
 - Announcements must fit within our standard format and be 20 seconds.
 - For guidance and inspiration, listen to archived messages at <https://www.wcbu.org/day-sponsors>.
 - Once your announcement is recorded and posted on our website, we will email you a link to share, as well as the on-air schedule. WCBU will also share your message on social media pending your approval.

Breaking news or live coverage occasionally pre-empts announcements. If this happens, we will reschedule announcements within the day, if possible, or reschedule your entire day.

WCBU does not accept day sponsorships from political action committees (PACs). Political messages from candidates for elected office or from individuals/groups supporting candidates or PACs are prohibited. Day Sponsors sharing educational voting information are allowed.

Questions

Contact Individual Giving Director Jennifer Armstrong at 309-438-3581 or e-mail jarmst8@ilstu.edu