



A Guide to WCBU Day Sponsorships

The Day Sponsorship benefit gives WCBU contributors the opportunity to dedicate a day of WCBU programming in celebration of a personal milestone such as a birthday, anniversary, wedding, retirement, or memorial, or encourage support for a community service organization. The Day Sponsorship benefit is available to listeners who contribute \$365.00 or more a year.

WCBU Day Sponsors receive five on air announcements through the broadcast schedule on the date of their choice and recognition in the WCBU Annual Report. Announcements should be approximately 30 words in length and will be recorded by professional staff.

We ask that you please give us a minimum of **two weeks' notice** to schedule and voice your announcement. WCBU staff will work with you on appropriate wording for your message. Once your announcement is recorded and posted on wcbu.org, we will email you a link to the audio that you may share as you please, as well as the on-air schedule.

If you agree, WCBU will also share your message on WCBU's social media, helping you reach people who use WCBU online but may not hear your message on air. This is optional and entirely up to you.

If you need inspiration for your Day Sponsor message, listen to archived Day Sponsorships at <https://www.peoriapublicradio.org/term/wcbu-day-sponsors>.

Please call WCBU Individual Giving Director Jennifer Armstrong at 309-438-3581 with questions about Day Sponsorships or send e-mail to jarmst8@illinoisstate.edu.

The WCBU staff must approve all Day Sponsorship announcements in advance. WCBU will not accept underwriting or day sponsorships from political action committees (PACs), political messages from candidates for political office or from individuals/groups supporting candidates or PACs.