



On-Air Day Sponsorship

Sponsoring a Day On-Air is a meaningful way to celebrate a special occasion, such as a birthday or anniversary or to honor or remember someone special with a personalized on-air message. It's also a wonderful way to support WUSF and the exceptional public radio programming you love.

With a minimum contribution of \$5,000, we'll work with you to craft a custom message. Your message—up to 20–25 words (approximately 10 seconds)—will be read by a WUSF or WSMR host on the day of your choosing.*

Your message will air 8 times on WUSF 89.7 or 6 times on Classical WSMR.

Examples of day sponsor messages:

"Today's WSMR day sponsors are Pat and Jerry Ellsworth, celebrating 37 years on their journey together, through both joyful and challenging times."

"Today's WUSF day sponsor is Chris Tidwell, wishing his lovely bride of 20 years a happy birthday."

"Today's programming on WUSF is supported in part by Mary White in memory of her husband, Frank, who listened to WUSF every morning!"

Restrictions:

Day Sponsorships cannot contain calls to action or superlatives and must comply with FCC guidelines for public radio announcements. WUSF reserves the right to make any necessary changes, in consultation with the day sponsor. Please remember that the purpose of an On-Air Day Sponsorship is to recognize individuals and celebrate special occasions. No promotion of ideological, theological or political positions is allowed.

*Please allow at least two weeks in advance for best availability.

To learn more, please contact the WUSF Major Gifts team at (813) 974-8682 or development@wusf.org.

