



Sponsorship Request Form

About Your Organization

Organization Name:

Mailing Address:

Website:

Contact Name:

Phone:

Email:

About the Event

Event Name:

Date:

Time:

Place:

Cost of Admission / Ticket Purchase Info:

Description of Event [Please tell us as much as you can about the event itself, what it is, how it contributes to your organization's mission, the history of the event and its objectives]:

About Your Marketing Strategy

Target audience and expected attendance [Please provide demographic information and estimated numbers]:

How are proceeds used?

Total Marketing Budget / Promotional Plan [Please describe how you are going to promote this event and the resources available to you]:

Any additional business or media sponsors involved?

What benefits can you provide the station in exchange for its on-air/website promotion? [Examples include -- printing our station logo on your event's promotional materials, flyers, mailers, posters, tickets, banners, stage signage, website links, etc.]

When do you need our final decision? Do you have a print deadline? If so, what is it?

Request Submission Deadline	Event/Commitment Date		
November 1	January	February	March
February 1	April	May	June
May 1	July	August	September
August 1	October	November	December

Additional Ways to Promote Your Event:

For additional promotional options, contact one of our Corporate Support representatives at **(815) 753-9000** for rates and information.

You can also submit event information directly at wnij.org or wniu.org through event pages. We also broadcast no-charge public service announcements rotated at unspecified, non-guaranteed times. Submit materials for consideration to Guy Stephens at gstephens@niu.edu.

Email this completed form to Alex McConachie, Community Engagement Associate, at amconachie@niu.edu.

Submit the form by mail to NIU Broadcast Center, ATTN: Alex McConachie, 801 N. First Street, DeKalb, IL 60115. You can also fax the form to (815) 753-9938.