

..... BECOME A SPONSOR OF THE .....

# WYSO Community Concert

Live music. Food Trucks. Local Brews.  
*& the audience you cannot afford to miss!*



The WYSO Community Concert is a free, family-friendly evening of music. Past line-ups include national headliners Tim O'Brien and Holy Ghost Tent Revivals, and local greats Jonny Dreads and the Mystiks, and Crazy Joe and the Madriver Outlaws. The annual event is at Riverscape Metro Park in September. This year we expect an increased draw. **Yellow Springs Brewery** is the beer vendor and will be **releasing their one-off WYSO brew**.

The event is promoted heavily on WYSO airwaves months leading up to the concert. We reach **70,000 people** in the Miami Valley each week on the air and online. The event is heavily attended with **1,500-2,000** guests each year. Attendees have a deep connection to WYSO and their community. They believe in **supporting local businesses**, particularly those that support WYSO. Having a physical connection at the Community Concert speaks volumes to our listeners and **impacts their spending habits**. The next time they need a service or product, they will **think of you first**.

## Why Sponsor the Community Concert?

This is the audience you cannot afford to miss. Compare WYSO's audience to any other medium in the area. WYSO reaches the **most affluent, highly-educated**, and **influential audience** in the Greater Dayton Region.

According to the WYSO Listener Survey one half of respondents have Master's or Doctoral degrees. More than one third have a household income of \$100,000 or more.

## WYSO Listener & Concert Attendee Demographics

**24.94%**

Are Ages  
25-44

**51.47%**

Are Ages  
45-64

**52.10%**

Have a Household  
Income over 75K

**82.82%**

Have a  
College Degree

# SPONSOR LEVELS



Smiling faces at previous community concerts.



Central logo placement on all promotional materials including flyers, e-blasts, signage, event webpage, merch

Logo placement on primary stage banner

Business highlighted in all on-air promos

Business mentioned live on-air one month leading up to the event every week day.

Business mentioned live on-air for one week after the event every week day.

Vendor table space in prime location

Logo on WYSO home page 1 month leading up to and 1 month prior event

Logo on 2 monthly e-blasts

Logo placement on all promotional materials including flyers, e-blasts, signage, event webpage, merch

Logo placement on primary stage banner

Business highlighted in half on-air promos

Business mentioned live on-air two weeks leading up to the event every week day.

Business mentioned live on-air the day after the event.

Vendor table

Logo on 2 monthly e-blasts

Logo placement on all promotional materials including flyers, e-blasts, most event signage, event webpage, merch

Business mentioned live on-air one week leading up to the event every week day.

Vendor table

Logo on 2 monthly e-blasts

Logo placement on all promotional materials including flyers, e-blasts, some event signage, event webpage, merch

Vendor table

