

## MARKETING IDEAS FOR FINANCIAL SUPPORT OF RADIO PROGRAMS

- ◆ Approach any retailer who is interested in doing business with your community. These prospective supporters will generally run **commercial announcements** of one minute (:60) or 30 seconds (:30) in length.
- ◆ You can sell **sponsorships** of your program's features for a special price. For example, ask someone to sponsor the international news segment, the commentary, the song of the week, the call-in topic, the sermon, etc.
- ◆ You can sell up to three **participating sponsorships** for each program. These participating sponsorships are sold at a special price because they highlight the sponsor and put them in a special position within your program. You can still run **other separate commercials alongside** participating sponsorships.
- ◆ You can also sell **total sponsorships**—the opportunity for one advertiser to sponsor your entire program, with **no other commercial announcements**. You might consider this for programs dedicated to major news events, major local celebrations, major holidays, etc.
- ◆ **Ask all advertisers for a commitment.** Because this is a radio program for the Community, the financial supporters receive two benefits for their support:
  - First, and most importantly, they are advertising to a very specific group that is difficult to target in any other way as a group. Thus, they can expect to receive beneficial business results for their financial investment.
  - Second, they are helping to make this program possible and assisting in a **true community service**. The commitment should be for a **minimum of 13 weeks** when selling commercial announcements. Sponsorships can be sold for shorter duration.