

Underwriting Proposal

Dear Local Business Person,

WGOT-LP is a dynamic, listener-supported, volunteer-run, nonprofit, and non-commercial FM radio station dedicated to serving the Gainesville area. WGOT-LP aims to reflect the community's vibrant cultural, artistic, educational, civic, and business interests by offering stimulating and diverse locally generated programming. WGOT-LP began on-air broadcasting in 2008 and streaming in 2012 thanks to the efforts of Gainesville area volunteers, donors, and supporters. WGOT-LP is what radio was intended to be.

Be Recognized as a Supporter of Community Radio

WGOT-LP is seeking 'underwriters' – local businesses or individuals that provide tax-deductible contributions to the station in return for on-air acknowledgments. Contributions support the day-to-day operations of the station, as well as funding the creation of a studio and improvements to our signal.

Benefits of Underwriting

Underwriting on WGOT-LP will allow your business to be recognized on the air as a supporter of Gainesville Local Radio to the 40,000 potential listeners in our broadcast area. Our listeners are a diverse group of people, many of whom specifically patronize local businesses and support companies with a similar commitment to the community.

Forms of Underwriting

Program Sponsorship: \$20/hr

Show your support for a specific style of music or programming. Refer to our current programming schedule at <http://www.wgot.org/schedule/>. If you choose to be a program sponsor, your spot will run at the top of the hour and bottom of the hour.

Daily Acknowledgements: \$5/mention

Great for local businesses that want to show their community support with a regular on-air presence on WGOT-LP. Many community radio listeners are listeners who favor a specific time of day; reach that audience with a Daily Acknowledgment. You may schedule your mentions at the same hour each day or at the top of every hour WGOT airs on a specific day.

Payment

Monthly billing option available for contracts over \$50/month. First month must be paid in advance.

Underwriting Guidelines

- Underwriting acknowledgments are read at the top of the hour at various times of day, unless a specific show is requested.
- Each block of underwriting acknowledgments purchased must be used within one year of purchase date.
- If sponsoring a program, underwriting acknowledgements begin with “Support for this program is provided by our listeners and by...”; daily acknowledgments begin with “Programming on WGOT is supported by our listeners, as well as by...”
- Following these phrases, underwriters may provide content of their choice (see section below).
- WGOT reserves the right to edit content to fit FCC guidelines.
- A maximum of four underwriting acknowledgments per day can be purchased.

Underwriting Content

WGOT-LP is a commercial-free radio station; therefore, we must adhere to FCC guidelines for permissible underwriting acknowledgments. FCC rules do not permit calls to action; inducements to buy, sell, or lease; opinions or views; price information; promotions; comparative or qualitative verbiage; or support or opposition to any political candidate. Your acknowledgment may describe the type of business and its location or address, telephone number, web address, brand or trade name of the product or service, value-neutral description of the product or service, historical information or non-promotional slogan. WGOT will help create an acknowledgment for you.

Underwriting Agreement

Business Information

Primary Contact Name	
Business Name	
Address	
City, State, Zip	
Business Phone	
Business E-mail	
Website	
Billing Contact	
Billing Address (if different)	
Notes	

Signatures

Primary business contact: _____ Date: _____

WGOT representative: _____ Date: _____

Please complete and mail to WGOT-LP 94.7 PO Box 14012 Gainesville, FL 32604. Questions? Contact Steve Schell @ 352 519-4680.

Underwriting Package

You may choose one of the following packages or we can create one for your specific needs:

☐ Specific program sponsorship. List program(s): _____

Package: _____ shows at \$ _____ per acknowledgement per week for _____ month(s).

Total sponsorship amount: \$ _____

☐ General placement. Specify hour(s): _____

Package: _____ days a week, _____ mentions per day for _____ month(s).

Total sponsorship amount: \$ _____

Billing Method:

☐ Prepaid

☐ Monthly billing (\$50/mo. min.)

☐ Paypal recurring debit (account email: _____)

Suggested Underwriting Packages

Daily Acknowledgements	Program Sponsorship
5 days a week x 1 mention per day x 1 month = \$100	1 show a week x 1 month = \$80
5 days a week x 1 mention per day x 3 month = \$300	1 show a week x 3 months = \$240
5 days a week x 3 mentions per day x 3 months = \$900	3 shows a week x 3 months = \$720