



## **A Guide to WGLT Day Sponsorships**

The Day Sponsorship benefit gives WGLT contributors the opportunity to dedicate a day of programming in celebration of a personal milestone such as a birthday, anniversary, wedding, retirement, or memorial, or encourage support for a community service organization. The WGLT Day Sponsorship benefit is available to listeners who contribute \$365.00 or more a year.

WGLT Day Sponsors receive five on air announcements through the broadcast schedule on the date of their choice and recognition in the WGLT Annual Report. Announcements should be approximately 30 words in length and will be recorded by WGLT professional staff.

We ask that you please give us a minimum of two weeks' notice to schedule and voice your announcement. WGLT staff will work with you on appropriate wording for your announcement. Once your announcement is recorded and posted on [wgl.org](http://wgl.org), we will email you a link to the audio that you may share, as well as the on air schedule for your message.

If you agree, WGLT will also share your message on WGLT's social media, helping you reach people who use WGLT online but may not hear your message on air. This is optional and entirely up to you.

Please feel free to call WGLT Individual Giving Director Jennifer Armstrong at 309-438-3581 with questions about Day Sponsorships or send e-mail to [jennifer@wgl.org](mailto:jennifer@wgl.org).

If you need inspiration for your Day Sponsor message, listen to archived Day Sponsorships at [www.wgl.org/daysponsor](http://www.wgl.org/daysponsor).

*The WGLT staff must approve all WGLT Day Sponsorship announcements in advance. WGLT will not accept underwriting or day sponsorships from political action committees (PACs), political messages from candidates for political office or from individuals/groups supporting candidates or PACs.*