



AND

**YOU!**

# Rock-A-Thon 2012

A sales proposal designed specifically to advertise and promote your business.

WLTL 88.1 FM • 708.482.9585

# Why Sponsor WLTL?

Dear Business Owner:

Interested in supporting your community and getting the word out about your business? Donating to WLTL's annual fundraiser *Rock-A-Thon* gives you that chance!

WLTL is Lyons Township High School's very own student run radio station. Since 1968, WLTL has truly been the voice of the community. Located at the North Campus, WLTL reaches more than 100,000 residents with its music, news, and sports programming that have won our students more awards than any other high school radio station in America—including being named "Best Station in the Nation" in 2002, 2004, 2008 and 2009.

In order to continue broadcasting at this high level, WLTL needs the support of local businesses and community members. We seek this support each February during our annual fundraiser called *Rock-A-Thon*. For 88 hours, WLTL takes to the airwaves and asks the community to call in with pledges of financial support. Prior to this weekend, we seek donations from local businesses as well, which not only allows you to support WLTL either financially or with a product donation, but also gives your business the opportunity to receive mentions on-air and on our web site during the *Rock-A-Thon* weekend. And best of all, your donations are tax-deductable. \*

Please take the time to review the enclosed information, and if you are interested in supporting us, please fill out the form and return it as soon as possible and a representative of WLTL will contact you. If you have any questions you can reach me at my email address, [asmart@wltl.net](mailto:asmart@wltl.net) or call the station, 708 482 9585.

Thank you for your time and consideration of sponsoring WLTL 88.1 FM!

Sincerely,

Alex Smart  
Rock-A-Thon Director  
WLTL Radio

Chris Thomas  
Faculty Adviser/General Manager  
WLTL Radio

Jonathan Rosenthal  
Assistant Rock-a-thon Director  
WLTL Radio

\*WLTL does not take the place of your tax accountant. Check with your tax adviser for your specific business

# What is Rock-A-Thon?

## History

**Rock-A-Thon** started as 24-hour long fundraiser broadcasting solely on the radio in 1983. After five years of successful fundraising, WLTL expanded Rock-A-Thon to 88.1 hours in 1987. The next big addition to Rock-A-Thon came in 2005 when LTTV, Lyons Township High School's cable outlet, began broadcasting Rock-A-Thon on television as well. Over the course of its history, Rock-A-Thon has raised over \$200,000 from the community, and in the past has used the funds for the following projects:

- 2006- Expand broadcast hours to 24 hours a day, seven days a week
- 2007- Upgrade web site and begin streaming at [www.wltl.net](http://www.wltl.net)
- 2008- Increase our community presence through expanding our live on location broadcasting
- 2009- Replace outdated transmitter equipment to improve sound quality
- 2010- Updated on-air equipment
- 2011- Creation of a 3<sup>rd</sup> production room to increase student involvement

## Our plans for 2012...

With help from you, we will make further technological improvements for our on-air studio equipment, including a new control board.

# Top 3 Reasons to Sponsor WLTL...

1. It will **promote** your business to the entire Lyons Township surrounding communities!
2. It will **generate** new **customers**: High school students and their families have a disposable income while their parents watch/listen to Rock-A-Thon extensively.
3. WLTL is a **non-profit**, community radio station. When you support us, you support a one of a kind radio station in a one of a kind community!

# Donation Packages

## WLTL DJ Package — \$88

- Your business name listed on the *continuous* thank you scroll on LTTV!
- Your business name featured on sponsorship announcement played at the top of every hour during Rock-A-Thon on 88.1 FM
- Your name is on a business list that is posted on our website, WLTL.net



# Donation Packages

## WLTL Producer Package — \$150

- *All of the DJ Package plus:*
- *Personalized* sponsorship announcement played once every *two* hours during Rock-A-Thon.
- Company name featured on Rock-A-Thon on-air thank you announcement played 5 times per day for *2 weeks* before and *2 weeks* after Rock-A-Thon!



# Donation Packages

## WLTl Programmer Package — \$200

- *All of Producer Package plus:*
- Name of business put on the back of the WLTl Rock-a-thon T-Shirt
- Personalized Facebook status update on the WLTl fan page (with over 1500 followers) about your business during Rock-a-thon



# Donation Packages

## WLTN Director Package — \$300

- All of Programming Package plus:
- Personalized liner is played once every hour instead of once every two hours
- Live WLTN broadcast from your place of business after Rock-a-thon (at an agreed time and place)



# Donation Packages

## WLTL Rock-a-thon Star Package — \$500

- *All of Director Package plus:*
- A video promotion of your business created by LTTV broadcasted on LTTV as well as placed on the WLTL and LTTV websites in addition to your own



# Donation Packages

## Create Your Own Package

- Values of packages will vary upon discussion
  - Can create your own package with different options based on your business needs, which could consist of (but is not limited to):
- Donating Gift Cards or products from your business to Rock-a-thon for community donors
- Providing food and/or drink to the Rock-a-thon staff
- A live on-air interview during Rock-a-thon
- Be an exclusive sponsor for a particular Media Olympic event during Rock-a-thon



# Sponsorship Packages Summaries

- **DJ Package: \$88**
  - Business name on continuous scroll on bottom of screen
  - Business name mentioned in hourly thank you liner
  - Part of list of businesses posted on wtl.net
- **Producer Package: \$150**
  - All of items in DJ package
  - Personalized liner about your business played once every 2 hours during Rock-a-thon
  - Personalized liner about your businesses played 5 times a day 2 weeks before Rock-a-thon and 2 weeks after Rock-a-thon
- **Programmer Package: \$200**
  - All items in Producer Package
  - Name of business put on the back of the WTLT Rock-a-thon Tee-Shirt
  - Personalized Facebook status update on the WTLT fan page (with over 1500 followers) about your business during Rock-a-thon
- **Director Package: \$300**
  - All items in Programmer Package, except personalized liner will be played once an hour instead of twice an hour
  - Live WTLT broadcast from your place of business after Rock-a-thon (at an agreed time and place)
- **WTLT Rock-a-thon Star Package: \$500**
  - All items in Director Package
  - A video promotion of your business created by LTTV broadcasted on LTTV as well as placed on the WTLT and LTTV websites in addition to your own
- **Create your own package** (values of packages will vary upon discussion)
  - Can create your own package with different options based on your business needs, which could consist of (but is not limited to):
    - Donating Gift Cards or products from your business to Rock-a-thon for the community donors
    - Providing food and/or drink to the Rock-a-thon staff
    - A live on-air interview during Rock-a-thon
    - Be an exclusive sponsor for a particular Media Olympic event during Rock-a-thon

# For More Information...

Ready to get on board and sponsor WLTL's Rock-A-Thon 2010? Contact WLTL today to get started! You can either get in touch with our student Rock-A-Thon Director Alex Smart, Assistant Rock-A-Thon Director Jonathan Rosenthal, or WLTL's Faculty Adviser/General Manager Chris Thomas by using the information below:

**Alex Smart**  
Rock-A-Thon Director  
708-482-9585  
[asmart@wltl.net](mailto:asmart@wltl.net)

**Chris Thomas**  
General Manager  
708-579-6760  
[cthomas@wltl.net](mailto:cthomas@wltl.net)

**Jonathan Rosenthal**  
Assistant Rock-a-thon Director  
708-482-9585  
[jrosenthal@wltl.net](mailto:jrosenthal@wltl.net)

For more information on WLTL 88.1 FM and our history and programming, please visit our web site at:

[www.wltl.net](http://www.wltl.net)

You can also find WLTL on Facebook, Twitter and YouTube by following the links on our website.