

***WSON Radio and the Henderson County School System
committed to serving our community***

WSON AM & FM has created a customized sponsorship package designed to keep the citizens of Henderson County informed of the services and shared beliefs of the Henderson County School System.

This proposal includes sponsorship of:

WSON AM & FM's live coverage of the **Henderson County High School Graduation Ceremony**. This sponsorship includes promos and customized open and close.

Total value is \$500.00. (Broadcast runs from 2-3 hours)

WSON AM & FM also commits to continuing the monthly locally originated **Education Straight Talk** program with Superintendent Marganna Stanley. This prerecorded program looks at local, state and national education issues in depth. The show runs an average of five (5) to six (6) minutes in length and airs throughout the school year.

Total value is \$900.00 (\$90.00 per show during the school year)

Sponsorship of the locally originated **Weekly School Calendar**. This prerecorded program airs each Saturday and Monday morning and is hosted by Cindy Williams sharing the latest school activities. The program airs during the 7:30 am edition of WSON AM & FM's award winning Henderson Report of local news. Reports average three (3) minutes in length.

Total value is \$4,320.00 (\$54.00 per show during the school year)

WSON AM & FM's **SEC Football & Basketball Reports**. These 15 minute reports airs Friday nights as part of our coverage of Henderson Colonel and Lady Colonel broadcasts. Dave Neal previews the week's action on the field and on the court, featuring comments from each head coach. With this exclusive sponsorship the School District receives three (3) 30 second announcements per show plus a customized open and close. This sponsorship is valued at \$500.00 per month. The program airs from Aug. 28th through March 6th.

Total value is \$3,250.00 (six months and two weeks pro-rated)

WSON AM & FM's **Halftime and End Game Colonel Coaches Comments**. These live reports with the Colonel and opposing team coaches air during our coverage of Colonel & Lady Colonel Football and Basketball games. Both in-game programs include a customized open and one (1) : 30 second advertisement each. This sponsorship is valued at \$400.00 per month. The broadcasts

air from Aug. 22nd through March 7th. (This is regular season only – we include post season games at no additional charge)

Total value is \$2,800.00 (7 months total)

University of Kentucky Pre and Post Game Shows. These shows air during the Football and Basketball Seasons and include four (4) :30 ads (two in Pregame & two in Post game). This sponsorship is valued at \$300.00 per month. The broadcasts air from Aug. 30th through March 15th. (This is regular season only – we include post season games at no additional charge)

Total value is \$1,950.00 (6 1/2 months total)

In addition, the Henderson County School System will receive sponsorship of WSON AM & FM's **High School JV Game Updates** which airs as part of our Colonel & Lady Colonel Basketball broadcasts. Each live show includes a live open and one (1) 30 second advertisement. This sponsorship is valued at \$250.00 per month. The shows air from Dec.3rd through March 7th.

Total value is \$875.00 (3 1/2 months total)

The School District will also receive a **daily bonus** 30 second ads Monday-Friday that will air from 6a – 6p from August 18th - May 29th.

Total value is \$1,845.00 (205 ads @ \$9.00 per 30 second ad which is our base rate)

As an added value to you WSON /Henson Media of Henderson County added an FM Translator in the Fall of 2011 which provides full day and night-time simulcast coverage AT NO ADDITIONAL CHARGE to our advertisers.

WSON AM & FM also provides digital 24/7 on-line streaming of our programming AT NO ADDITIONAL CHARGE to our advertisers.

WSON AM & FM now provide FREE mobile apps for both the Apple & Android devices AT NO ADDITIONAL CHARGE to our advertisers.

WSON AM & FM now provides live video streaming of home Colonel Football games and other special events AT NO ADDITIONAL CHARGE to our advertisers.

Total value of this customized Advertising Package:

\$16,440.00

**Total Investment for this customized sponsorship package:
\$950.00 each month - August, 2014 through May, 2015**

Please note: this rate has remained unchanged since 2008

**Because of the delay in the approval of this package
WSON AM & FM agrees to pro-rate the month of August
by \$500.00. The revised package is 450.00 for the month of
August 2014 and 950.00 each for the months of September
through May 2015.**

Submitted for your approval by Bill Stephens, WSON News Director & Account Representative

\$ 950	x 9 =	\$ 8,550	Sept - May 2015
450	x 1	450	August
		<u>\$ 9,000</u>	

Walt Dunn