

WINTER WONDER JAM

92.3 WCOL

December 6, 2024

Ashley McBryde
With
Jackson Dean
and Tyler Braden!

AMERICA'S #1 AUDIO COMPANY

REACHING 9 OUT OF 10 AMERICANS EVERY MONTH RADIO • PODCASTS • DIGITAL • SOCIAL • INFLUENCERS • DATA • EVENTS



The Sponsorship Opportunity.

STAGE SPONSOR OF WINTER WONDER JAM

Promotional Announcements start Oct. 28th thru Dec. 6th , 2024

- ❖ Inclusion in lives and pre-recorded promotional announcements highlighting your business announced as the “Stage Sponsor” on Columbus #1 Country Station!
 - ❖ 400 Name Mentions On-Air
 - ❖ 400 Name Mentions simulcast on iHeartRadio
- ❖ Inclusion in stage announcements during Winter Wonder Jam from on-air personalities
- ❖ Banners each side of stage plus 4 banners inside around Winter Wonder Jam.
 - ❖ (Banners size 3x5, client must provide your own banner)
- ❖ 6 tickets for personal use to Winter Wonder Jam to include VIP area.
- ❖ Logo inclusion on Winter Wonder Jam page, wcol.com website with hyperlink to your website
- ❖ On-site activation includes table & two chairs . Ability to pass out information about your business
- ❖ Tagged in social post

Over 1 Million Broadcast Impressions!

In front of thousands of Listeners

Investment \$15,000



PRESENTING SPONSOR OF WINTER WONDER JAM

Promotional Announcements start Oct. 28th thru Dec. 6th , 2024

- ❖ Inclusion in lives and pre-recorded promotional announcements as "presented by" on Columbus #1 Country Station!
 - ❖ 400 Name Mentions On-Air
 - ❖ 400 Name Mentions simulcast iHeartRadio
- ❖ 4 Banners inside Winter Wonder Jam.
(Banner's size 3x5, client must provide your own banner)
- ❖ 4 tickets for personal use includes VIP area to Winter Wonder Jam
- ❖ Logo inclusion on Winter Wonder Jam page, wcol.com website with hyperlink to your website
- ❖ On-site Activation area with table & two chairs . Ability to pass out information about your business
- ❖ Tagged in social post

Over 1 Million Broadcast Impressions!
In front of thousands of Listeners
Investment \$10,000
2 non-competing sponsors available at this level



VIP FOOD SPONSOR OF WINTER WONDER JAM

- ❖ Trade Commercials on WCOL for total of food cost.
- ❖ Banner near VIP section.
(Banner's size 3x5, client must provide your own banner)
- ❖ 2 tickets for personal use to Winter Wonder Jam includes VIP area.
- ❖ Logo inclusion on Winter Wonder Jam page, wcol.com website with hyperlink to your website
- ❖ Thank you' s from WCOL Personalities on Stage as our FOOD Sponsor.
- ❖ Ability to pass out information about your business in Winter Wonder Jam

Investment 100% Trade for Food
Trade can be used in 2025
Total 500 People



GATE SPONSOR OF WINTER WONDER JAM

- ❖ Total of 25 :15 Commercials on WCOL M-Su 6a-10p to be used Nov thru Dec.
- ❖ 2 tickets for personal use to Winter Wonder Jam includes VIP area.
- ❖ Logo inclusion on Winter Wonder Jam page, wcol.com website with hyperlink to your website
- ❖ Ability to pass out information about your business at entrance to Winter Wonder Jam

Investment \$7,000





**Real influence comes from the
country station we trust.
Become a sponsor and be part of
the experience!**

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