

School Ad Radio Sponsorship Application Agreement

We create a customized sponsorship form to mail all of your past and present sponsors. It can also be hand-presented by students to local businesses, emailed, and posted to your school website.

Entering into this sponsorship agreement is _____ and the business/professional organization _____ The Sponsor Name Goes Here hereafter referred to as "sponsor"

The primary purpose of our School Ad Radio station is to inform, educate, and deliver sponsorship awareness to the drivers

You set the prices! Larger schools, and schools with longer vehicle waits command higher sponsorship rates.

The sponsorship rate for "half-terms" should be priced at 50% of full-terms, even though the sponsor loses the first month of the school year. This is an incentive for the advertiser to choose a full-term sponsorship - as they will receive an additional month of exposure.

Rates & Terms of School Ad Radio Sponsorship

One full-term ad is \$ _____. One half-term ad is \$ _____. This agreement becomes a contract when countersigned by a designated school representative. The organization above agrees to the rates & terms outlined herein.

Number of full-term sponsored ads desired _____. Full-term or half-term ads for any month of the school year are not accepted for any reason, your check will be returned to you.

If the school year begins Sept 1st 2009, place that date here.

Definition: "full-term" ads commence one calendar month AFTER the first day of student instructional classes which for this school year is _____. Full-term sponsorships are considered complete on the last day of the second school semester which is _____.

Definition: "half-term" ads commence one calendar month AFTER the official start date of student instructional classes, which for the school year is _____. Sponsorship is considered complete on the last day of the first school semester which is _____. Ads are only available at the beginning of a school year.

If the school year ends June 15th 2009, place that date here.

Total amount due before ad(s) can begin airing \$ _____. Your check number # _____. Date of app. _____. Please make all checks payable to: Your School Name Goes Here

Name of Sponsor Organization

Name of sponsor organization contact _____ Local Phone _____ Local Fax _____

School Ad Radio delivers important school news AND makes your school \$\$\$! Each broadcast recording includes no more than 6 sponsored messages. This maximizes their return, which sponsor's LOVE. Here's an example: If your school sets sponsorships for full-term ads starting at a conservative 2,500.00 dollars each, the school will receive \$15,000.00 dollars when all six are pledged for the year. Next year, the more demand builds for these unique and limited sponsorship opportunities, the more money your sponsors will pledge for them! Keep in mind that this example is just for one single school, which of course will be multiplied by the number of schools participating throughout an entire district!

Organization _____

It is the sponsor's responsibility to assume any advertising not assume any it's agents ves.

I, _____ above do agree to all terms _____.

Signature _____ Date ____/____/____

Contract Accepted for school by _____ Date ____/____/____

Complete and return form by mail with check to: Contact Name, Title. (Area) phone number or email@ourschool.edu. Our School for Better Education, P.O. Box 555, Your Town, State Zip. Main Phone (area code) phone number