

Sponsorship Levels

What Does a Sponsorship Spot Sound Like?

Premium Level Sponsorship: \$300

1. Exclusive sponsorship of one radio show or station spotlight
 - A. i.e. Sports Talk Time brought to you by (your business)
2. The option for one live, in studio, interview during the course of the semester.
3. On-air mentions, two times an hour during commercial breaks, produced for the full semester
 - A. 8AM to 5PM in the student commons
 - B. 24 hours a day streaming at lakeeffectradio.org
 - i. 48 spots per day
 - ii. Commercial logs will be kept on file

Plus Level Sponsorship: \$200

1. On-air mentions, two times an hour, produced for the full semester
 - A. 8AM to 5PM live in the Lakeland student commons
 - B. 24 hours a day streaming at lakeeffectradio.org
 - i. 48 spots per day
 - ii. Commercial logs will be kept on file

Base level sponsorship: \$100

1. One produced on-air mention an hour, produced for the full semester
 - A. 8AM to 5PM live in the Lakeland student commons
 - B. 24 hours a day streaming at lakeeffectradio.org
 - i. 24 spots per day
 - ii. Commercial logs will be kept on file

Go to:

www.lakeeffectradio.org/sponsorships



CONTACT US TODAY:

7700 Clocktower Dr / In S Building Above
Breakers in the Office S-215
Kirtland, Ohio 44094

Office phone: (440) 525-7035
Email: radiolakeeffect@yahoo.com
Website: www.lakeeffectradio.org

LAKELAND

COMMUNITY COLLEGE

Become a Sponsor of Lakeland's Lake Effect Radio



1. Who is Lake Effect?

Lake Effect Radio is a student run radio station at Lakeland Community College in Kirtland, Ohio. Lake Effect broadcasts 24 hours a day at lakeeffectradio.org and to the 2nd floor of Breakers at the Lakeland main campus.

Lake Effect announces, and produces commercials for, campus events and programs sponsored by the many clubs at Lakeland. They interview student organizations, local artists, companies, organizations and businesses. Lake Effect won Lakeland Student Activities' Student Organization of the Year Award for the 2013-2014 and 2017-2018 academic year.

2. Social media

A. 18,774 web stream viewers during the Fall 2018 / Spring 2019 Spring Semesters

B. 868 Facebook likes as of July 2019

C. During Spring Semester of 2019 18,774 people were reached through Facebook posts.

3. Lakeland Community College Demographics *

A. 8,358 Students During 2019 Spring Semester

B. 8,854 Students During 2018 Fall Semester

i. Male/ Female

1. 58.8% Female Students

2. 41.2% Male Students

ii. Age

1. 17 & Under – 15.0%

2. 18-21 – 34.1%

3. 22- 24 – 12.8%

4. 25-30 – 14.9%

5. 31-39 – 10.7%

6. 40 & Over – 12.5%

What Do You Get When You Become a Sponsor?

A. What You Receive:

1. Copy of receipt
2. Recorded Spot(s) for approval
3. Signed Sponsorship logs available upon request

B. Premium Level Sponsorship

Interview:

A. One Hour Long Interview during the Semester

1. The videos can be sent to you for your own promotional use by email or flash drive.

How to Pay to Become a Sponsor?

A. Who to Pay:

1. Payment must be made before airing the sponsorship

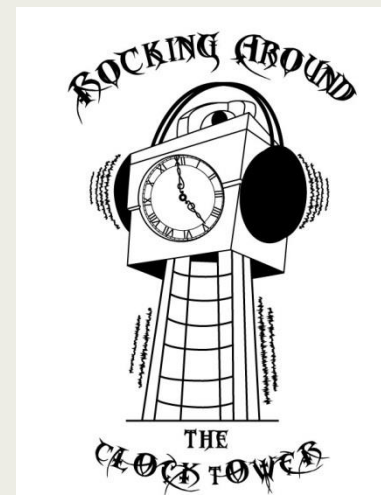
A. Checks can be made out to Lakeland Community College

B. Can be mail to 7700 Clocktower Drive
Kirtland, OH 44094

Attn: Lake Effect Radio Office S-215

Creating your Sponsorship Spot

Companies, businesses, organizations and nonprofits can create their own message by sending a script to be produced by Lake Effect Radio to radiolakeeffect@yahoo.com. Pre-recorded commercials can also be used.



* Demographic information taken from the "Lakeland Community College Highlights of Enrollment Spring 2019 Report."