

## Sponsorship Levels

### 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

## What Does a Sponsorship Spot Sound Like?

### Go to:

[www.lakeeffectradio.org/sponsorships](http://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](mailto:radiolakeeffect@yahoo.com)

Website: [www.lakeeffectradio.org](http://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. **Website:** In the past year we had 10,150 visitors on our website and reached 34 countries worldwide

B. **App:** In the past year we had 150 users on our app and reached 20 countries worldwide

C. **Audio streaming services:** The past year we had 5,569 listeners on our stream and reached 29 countries worldwide

D. 955 likes on Facebook

E. 1,397 followers on Instagram

\* Demographic information taken from the "Lake Effect Radio Station Analytic Reports."

## 3. Lakeland Community College Demographics \*

A. 4,245 Students During 2024 Spring Semester

B. 4,431 Students During 2024 Fall Semester

i. Male/ Female

1. 60% Female Students

2. 40% Male Students

ii. Age:

1. 17 & Under: 1,467 - 33%

2. 18-21: 1,283 - 29%

3. 22- 24: 436 - 10%

4. 25-30: 477 - 11%

5. 31-39: 375 - 8%

6. 40 & Over: 393 - 9%

\* Demographic information taken from the "Lakeland Community College Highlights of Enrollment Fall 2024 Report."

## 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. Pay online at

secure.touchnet.com/C20116\_ustores/web/product\_detail.jsp?PRODUCTID=509&SINGLESTORE=true

C. 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.

