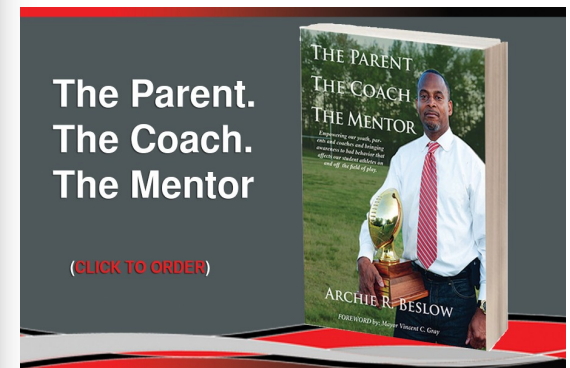


# THE ARCHIE BESLOW RADIO SHOW



SPONSORSHIP PACKAGE  
2018

# COMMUNITY RADIO



If it make sense they will listen, but will you be ready for the questions that follow. If your heart and spirit is right, he will give you the answers.  
#mentor #youth #motivational #c2m



The Archie Beslow Radio Show – Let's Figure It Out is the voice of the DMV and beyond.  
Community Focused powered radio programming that inspires, informs and builds unity –  
Broadcasting on the Network Where Information is Power.

# BECOME A SPONSOR TODAY.

Through our focused interactive radio program, The Archie Beslow Radio Show delivers a diverse listening audience that offers the opportunity for your business, brand or organization the possibility to reach well-informed and educated listening audience.

Advertising on The Archie Beslow Radio Show provides your company the opportunity to partner with an elite power program community of entrepreneurs, scholars, and community activists who have joined together to figure things out that can produce tangible solutions to uplift and support our fellow community members.

Please consider sponsoring The Archie Beslow Radio Show as your support will allow our radio program to continue building community collaborations that will have a direct impact on the community we serve.

Please contact us for more information to join our mission and for a customized package.

**The Archie Beslow Radio Show @ (202) 420-8486 or by email at [archiebeslow@gmail.com](mailto:archiebeslow@gmail.com)**

# THE ARCHIE BESLOW SHOW Radio Show



***The Archie Beslow Show – Let's Figure It Out*** is an informative weekly talk show hosted by Archie Beslow, a 28 year veteran of world-class profile public safety service, tackles the hard issues geared towards bridging the gap between youth, parenting, families, teachers, coaches, and the community.



***The Archie Beslow Radio Show – Let's Figure It Out*** offers listeners an open forum to talk about the things people typically talk about in private. From child support to low self-esteem no issues are to great or small for **The Archie Beslow Radio Show**. Each week listeners dial-up to help Archie Beslow figure things out.



***The Archie Beslow Show – Let's Figure It Out*** airs every Sunday 10a to 11am on WOL 1450am, 95.9fm, [www.woldcnews.com](http://www.woldcnews.com) and the WOL Mobile App.

# BROADCAST NETWORK PARTNER



**WOL 1450 AM & 95.9FM** is DMV's premier source of information that affects the African American community. In keeping with the slogan, "Information is Power", the WOL team of programs delivers a breathtaking arsenal of news and views that cover the political spectrum. International news, local events, sports, health, and finance, are just some of the topics that are analyzed and discussed on a daily basis.

The symbols WOL in the stations call letters stands for "We Offer Love" further offering all the things a loving entity should deliver... informational facts, encouragement and nurturance.

The informational empowerment provided by **WOL 1450 AM & 95.9FM** has generationally impacted the African American adult community.



# ACTIVE LISTNERSHIP

**1450 & 95.9**  
**NEWS TALK**

**Where Information is Power**

WOL

WOLDCNews.com



**Radio Dials:**

**95.9 FM & 1450 AM - DMV**

**WWW.WOLDCNEWS.COM**

**OUR NETWORK OF PROGRAMS REACH  
OVER 250,000 ACTIVE LISTENERS  
WEEKLY**

**Broadcasting from the Nation's Capital,  
Washington DC #8 Market**

*Washington's Only African American News/Talk Radio Station*

*Average Age: 47*

*Household Income: 66% Earn \$50,000+*

*45% Earn \$75,000+*

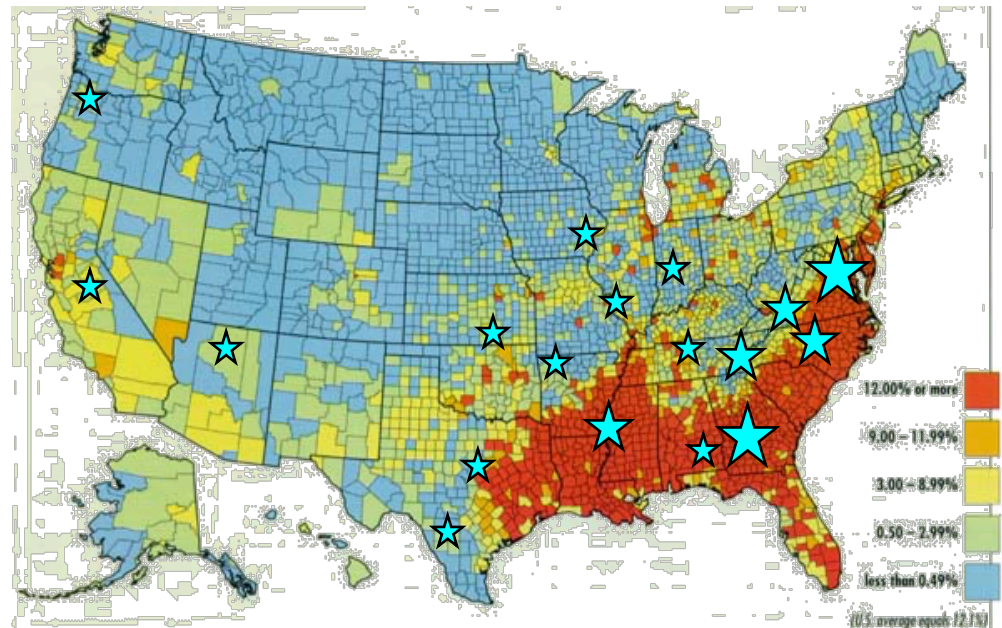
*50% Reside in the District of Columbia*

*72.8% Own Their House*

*22.5% Own a 2nd Residence/Vacation Home*

*10% Are Small Business Owners*

*71.4% Are College Educated*



# SPONSORSHIP OPPORTUNITIES

<u>MEDIUM</u>	<u>Penetration</u>	<u>Promotion Highlight</u>
<b>Radio</b>	On air Contesting Interviews	Customized your message either with one show are with all three
<b>Experiential/ Community Promotion Activation</b>	On-site Activation	Participate with many of the community events, promotions and forums we produce monthly.
<b>Digital/Web</b>	Interactive promotional opportunities	Interactive digital on all stations digital and social media sites.
<b>Speaking Engagements</b>		<b>Let one of our top host come out to speak at one of your next events.</b>

# SUPPORTING SPONSOR

## Supporting WEEKLY Sponsorship

### ON-AIR/BROADCAST: per week

- Four (4) (:15) Live promos per week monthly Segment aired specified show.
- ✓ Two 2X - (:30) – SPONSOR BRAND IDENTIFICATION BILLBOARD

### ONLINE/SOCIAL MEDIA

- ☐ 3 per week posts on FACEBOOK/TWITTER – TAG Line
- ☐ 3 per week – Personalized post on FACEBOOKTWITTER

Total Promotional Value: \$525.00  
Weekly investment: \$175.00 net (4 available )





# SILVER SPONSOR

The Silver sponsor is designed to provide sponsors affordable exposure for businesses, not-for-profit organizations and events.

## ON-AIR/BROADCAST: per month

- ✓ 12X - (:15) – SPONSOR BRAND IDENTIFICATION BILLBOARD
- ✓ 8X – (:10) – pre-recorded SPONSOR BRAND IDENTIFICATION BILLBOARD
- ✓ 2X – (:30) – LIVE – Live audio READS
- ✓ Live scheduled On-Air Product/Service interview

## ONLINE/SOCIAL MEDIA

- ☐ 15 posts per month on FACEBOOK/TWITTER – TAG Line
- ☐ 12 posts per month – Personalized post on FACEBOOK/TWITTER

**TOTAL PROMOTIONAL VALUE: \$ 2250.00**

**TOTAL INVESTMENT: \$750.00 per month (3 available) min. 6 month commitment**



# PLATINIUM SPONSOR

*As a platinum sponsor of The Archie Beslow Block Radio Show, you will have the opportunity to appear on the show three times per year.*

## ON-AIR/BROADCAST: per month

•Three (3) Live On-Air interviews (recorded options are available at request). We help you design your customer's messaging and strategically place them into :60 second radio ads to run during the show.

✓Six (6) product or event promotional live mentions per month as well as link and logo on corporate website.

✓6X - (:15) – SPONSOR BRAND IDENTIFICATION BILLBOARD

✓8X – (:10) – pre-recorded SPONSOR BRAND IDENTIFICATION BILLBOARD

✓2X – (:30) – LIVE – Live audio READS

✓ON-site branding and logo recognition at all community events for the year.\*

## ONLINE/SOCIAL MEDIA

☐7 posts on FACEBOOK/TWITTER – TAG Line

☐3 – Personalized post on FACEBOOK/TWITTER

**Total Promotional Value: \$3,750.00**

**Monthly investment: \$1250.00 net (2 available) min 6 month commitment.**

