



# Incentives for Non-Profit Organizations

At Eagle 101.5, we truly understand the challenges Non-profit organizations face when trying to reach their community goals.

It is for this purpose, we've come up with a blueprint for how the radio station can assist your organization in achieving it's goals. We have a multi-tiered list of incentives by which your organization can utilize and plan for, based upon your objectives, budget and message you desire to share.

First, with any non-profit organization, community association, church or youth group, we have a standing policy of offering the following at no charge to our patrons, regardless of status or standing:

- Free listings on our ***Eagle1015.com Community Calendar***. All a group need do is to provide the details of current and/or future events and we will be happy to include in our calendar. Submissions may be provided via [www.eagle1015.com](http://www.eagle1015.com) under the "events" section. *Note: Please allow 2-3 days from the time submitted before it lands on the calendar.*

For organizations with marketing budgets (both long or short term), we extend the following standard courtesy:

- A dollar-for-dollar matching commercial advertising schedule in the form of bonus commercial advertising to improve your reach and frequency.

# Station Options



In addition to the *Eagle1015.com Community Calendar* and matching commercial schedule commitment, we will offer the following opportunities when it comes to promoting your organization over the air.

## Live interviews

Interviews are available with either Mike Reling or Rob Weaver, subject to timeslot availability. Those incentives are included on the next page.

### **Option A – Weekly long-term feature**

- Weekly 3 minute on-air interview with Mike in the morning (or Rob in the afternoon). This would be pre-determined time slot, reserved for your organization every week at the same time. Your organization would determine who the weekly interviewee would be. Value is \$50 per interview.; however, we would extend this opportunity to your non-profit for a flat rate of \$100 per month

### **Option B – Bi-monthly long-term feature**

- A bi-monthly 3 minute on-air interview with Mike in the morning (or Rob in the afternoon). This timeslot would be pre-determined and reserved for your organization. Value is \$50 per interview, however, we would extend this opportunity to your non-profit organization for a flat rate of \$70 per month.

### **Option C – One time, limited campaign interview**

- An interview(s) scheduled in association with an upcoming event or activity you wish to promote. Day and time would be subject to availability and no other non-profit conflicts already scheduled within a given 30 minute window. The interview is valued at \$50, but we would extend this opportunity to your non-profit organization for a standard rate of \$35 per interview.

## Remote Broadcasts

We are often asked about participating in providing pro bono remote broadcasts. Unless it involves a paid advertising schedule or is in conjunction with the station's sponsorship commitment for a given event, it is unlikely we will provide a remote broadcast pro bono, as there are hard costs associated with this along with the commitment of station resources and personnel. In the event the station does include an in kind remote, it will most likely still require a talent fee paid directly to either Mike or Rob unless otherwise agreed to as part of the sponsorship commitment. However, station ownership is the sole determination as to the level of sponsorship provided to any organization or event.