



## **DOUBLE BARREL BENEFIT 14 SPONSORSHIP PACKAGES**

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Since Double Barrel Benefit's humble beginnings in 2004, the annual two-night concert has presented numerous incredible North Carolina acts, including The Mountain Goats, Future Islands, and Megafaun. With the help of the generosity of our sponsors, WKNC 88.1 FM has single-handedly \$60,000+ through the event. The funds brought in each year by Double Barrel Benefit have been essential to WKNC's success in the Triangle and beyond.

In 2016, WKNC sold more than 550 tickets to Double Barrel Benefit 13 and raised over \$6,000 for the student-run radio station. With your help, we can do it again.

Benefits of sponsorship include:

- Access to the North Carolina State University college market and 30,000+ NC State students
- Exposure to an audience spanning two Triangle cities
- Promotion on WKNC social media, awarded College Broadcasters, Inc. Best Social Media Presence for 2014 and 2015 with a combined followership of over 25,000 across all platforms
- The chance to support North Carolina's local music scene

### Double Barrel Benefit Single Sponsor (\$250-\$499)

- WKNC underwriting credit for value of your donation, good for up to one year
- Company logo and link to company website on DBB website
- Company name and link to its Facebook page on DBB Facebook event
- Live mention of sponsorship in stage announcements on both event nights

### Double Barrel Benefit EP Sponsor (\$500-\$999)

- WKNC underwriting credit for value of your donation, good for up to one year
- Promotion of sponsorship on WKNC881 Facebook (8,500+ fans)
- Company logo and link to company website on DBB website
- Company name and link to its Facebook page on DBB Facebook event
- Live mention of sponsorship in stage announcements on both event nights
- Web ad (300x250 pixels) in rotation on WKNC.org for thirty (30) days, good for up to one year. WKNC.org receives more than 40,000 page views per month.



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### Double Barrel Benefit LP Sponsor (\$1,000-\$1,999)

- WKNC underwriting credit for value of your donation, good for up to one year
- Promotion of sponsorship on @WKNC881 Twitter (10,000+ followers)
- Promotion of sponsorship on WKNC881 Facebook (8,500+ fans)
- Company logo on DBB official poster and promotional materials (sponsorship must be secured by Dec. 9 for full credit)
- Company logo and link to company website on DBB website
- Company name and link to its Facebook page on DBB Facebook event
- Ability to distribute promotional material throughout both event nights
- Live mention of sponsorship in stage announcements on both event nights
- Web ad (300x250 pixels) in rotation on WKNC.org for forty-five (45) days, good for up to one year. WKNC.org receives more than 40,000 page views per month.

### Double Barrel Benefit Box Set Sponsor (>\$2,000)

- Company listed as main sponsor of Double Barrel Benefit
- Exclusivity as the sole sponsor of your specific product
- WKNC underwriting credit for value of your donation, good for up to one year
- Promotion of sponsorship on @WKNC881 Twitter (10,000+ followers)
- Promotion of sponsorship on WKNC881 Facebook (8,500+ fans)
- Company logo on DBB official poster and promotional materials (sponsorship must be secured by Dec. 1 for full credit)
- Company logo and link to company website on DBB website
- Company name and link to its Facebook page on DBB Facebook event
- Company banner displayed throughout both event nights (sponsor to provide)
- Ability to distribute promotional material throughout both event nights
- Live mention of sponsorship in stage announcements on both event nights
- Web ad (300x250 pixels) in rotation on WKNC.org for sixty (60) days, good for up to one year. WKNC.org receives more than 40,000 page views per month.



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Please select the sponsorship package of your choice:

- Double Barrel Benefit Single Sponsor (\$250-\$499)
- Double Barrel Benefit EP Sponsor (\$500-\$999)
- Double Barrel Benefit LP Sponsor (\$1000-\$1999)
- Double Barrel Benefit Box Set Sponsor (>\$2000)

Total value of donation: \$

- Cash
- In-kind (please describe)

Company Name (as it will appear in sponsorship materials)

Company web/social media address

Representative's Name

Mailing Address

Email

Phone

Payments can be made via credit card or check. Please make checks payable to North Carolina State University. To make a payment by credit card, please call 919-513-1918. In order to receive all the benefits of your sponsorship package, all payments and this completed form must be received by WKNC no later than Friday, January 27, 2017 by 5:00 p.m. Earlier dates apply to poster benefits. Please email a PNG of your company logo suitable for display on a black background and a 300x250 pixel web ad to [advisor@wknc.org](mailto:advisor@wknc.org). Upon receiving your payment and form, WKNC will issue you a receipt for your records. Sponsorships may be tax deductible.

Signature

Date