



Underwriting Massive Music Weekend

What is Massive Music Weekend?

Every year in February near Valentine's Day, WRCT hosts a music marathon of its favorite artists and musicians. From **Friday, February 15 at 12:00 p.m.** and continuing until **Sunday, February 17 at 11:59 p.m.**, WRCT will broadcast ½ hour segments of music that feature a particular artist or band. This means there will be 120 different bands/artists featured with no repeats. Historically, this event sees our highest listenership and is WRCT's most popular on-air event.

Why do we need your help?

Since there are a great number of DJs and staff at the station, we tend to get a little hungry while rocking out on the air, and would love to enjoy some delicious food.

What can we offer in return?

Ideally, a different establishment would each underwrite one of the seven meals of Massive Music Weekend. That means your business could sponsor Massive Music Weekend for a six-hour period¹ on Friday, Saturday, or Sunday. During your period, WRCT would do the following to support your business:

1. Twelve 0:15 second (2x an hour) on-air announcements that inform our listening audience about your business
2. Social media support via Twitter and Facebook— we'll post pictures of your delicious food, comments about how awesome you are, etc.
3. Logo placement on our website and on all Massive Music Weekend related posters and flyers

In return all we ask for is food and drink for 35 people for one meal.

WRCT would also love to work with you in the future. Please contact Alex Price, the station's General Manager, at gm@wrct.org or 301-704-8913 to discuss future opportunities.

¹ 6am-12pm for breakfast, 12pm-6pm for lunch, 6pm-12am for dinner