What is a Day Sponsorship?

A Day Sponsorship is a unique way to show your support for VPM. With a donation of $365 or more, you can choose any day of the year to celebrate a special event in your life or honor a friend, colleague or loved one on a birthday, anniversary, graduation or other special occasion.

When you “sponsor” a day, your message will air six times on the date of your choice, provided no other donor has reserved that date. Only four Day Sponsorships are available per day, two on VPM Music and two on the VPM News. Dates fill up quickly, reserve your date as soon as possible.
Frequently Asked Questions About Day Sponsorships

How should I write the message?

Day Sponsorships begin with “Today’s programming on VPM is made possible by...” followed by the first and last names of the person or persons who made the contribution. You will have a maximum of 20 words after your name for your message. Individual letters or numbers are considered words. For example, V-P-M would be 3 words.

Day Sponsorships need to be written in the third person. This is to avoid sounding as if our announcer is delivering the message. “Today’s programming on VPM is made possible by John Smith, wishing his wife Mary a very happy birthday.” Please provide phonetic pronunciations, or verbal clues, for any words that might be in question, i.e. “Nina rhymes with China.”

Can I donate my Day Sponsorship to a non-profit?

Per FCC regulations Day Sponsorships are non-transferable and may not be donated to a third party. The name of the sponsor has to be the one paying for the massage. Example: “...made possible by XYZ High School, hosting a cookout this Saturday.” The message has to be paid for by XYZ High School, it cannot be paid for by a parent and donated.

Can my Day Sponsorship be anonymous?

The FCC does not allow anonymously funded announcements. The message must clearly identify the person or persons paying for the Day Sponsorship by first and last names.

Can a non-profit or business purchase a Day Sponsorship?

A non-profit can purchase a Day Sponsorship but the message must conform to the Day Sponsorship format, such as: “Today’s programming on VPM is made possible by the Richmond Animal Rescue League, honoring founder John Doe as he celebrates his 100th birthday and 36,500 revolutions around the sun.”

Day Sponsorships purchased by businesses must meet all guidelines for corporate underwriting as defined by the FCC and VPM. Business Day Sponsorships are limited to four announcements per day instead of six per day, with a maximum of three times per year.

Businesses interested in purchasing announcements are encouraged to contact VPM Corporate Sponsorship department at 804-560-8226 to learn about other options offered.
When can I use my Day Sponsorship?

All Day Sponsorships are to be paid in full, in advance of the day selected. Your air date must fall within one year of your contribution. If you pledge $365 on March 1, you have until the following March 1 to use your Day Sponsorship.

Since all Day Sponsorships are pre-recorded, we will not be able to accommodate any last-minute request. The deadline for the information to be received will be 10 days prior to air date.

Dos & Don’ts

• Day Sponsorships cannot contain a call to action or superlatives.

• You cannot say “the best in town” or “number one in the country” etc.

• You cannot say “for information call...” or “come by and see us at...”

• You can say “celebrating 20 years serving the Richmond community.”

• You can say “information available at...” or “located at...”

• No promotion of ideological, theological, or political positions is permitted.

• Text must comply with FCC guidelines for public radio announcements, outlined on page 2.

• Please remember that the purpose of a Day Sponsorship is to identify individuals or groups and help them celebrate a special occasion.
### Day Sponsorships Options

#### Weekdays

<table>
<thead>
<tr>
<th>OPTION A:</th>
<th>OPTION B:</th>
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<td>8:00:00 AM</td>
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<tr>
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#### Weekends

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<th>OPTION B:</th>
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### Business Day Sponsorships Options

#### Weekdays

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#### Weekends

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<td>7:59:00 PM</td>
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</tbody>
</table>
### Day Sponsorships Options

#### Weekdays

**OPTION A:**
- 6:42:30 AM
- 9:20:00 AM
- 11:59:00 AM
- 5:29:00 PM
- 6:58:45 PM
- 8:59:00 PM

**OPTION B:**
- 8:42:30 AM
- 9:58:30 AM
- 12:59:00 PM
- 4:29:00 PM
- 6:18:00 PM
- 7:59:00 PM

#### Weekends

**OPTION A:**
- 8:06:00 AM
- 9:06:00 AM
- 9:58:30 AM
- 12:59:00 PM
- 5:58:30 PM
- 7:59:00 PM

**OPTION B:**
- 8:39:00 AM
- 9:39:00 AM
- 10:58:30 AM
- 4:59:00 PM
- 6:59:00 PM
- 8:59:00 PM

### Business Day Sponsorships Options

#### Weekdays

**OPTION A:**
- 6:44:00 AM
- 11:59:00 AM
- 5:29:00 PM
- 8:59:00 PM

**OPTION B:**
- 8:44:00 AM
- 12:59:00 PM
- 4:29:00 PM
- 7:59:00 PM

#### Weekends

**OPTION A:**
- 8:06:00 AM
- 9:58:30 AM
- 12:59:00 PM
- 7:59:00 PM

**OPTION B:**
- 8:39:00 AM
- 10:58:30 AM
- 4:59:00 PM
- 8:59:00 PM
Yes, I want a Day Sponsorship

Sponsorship Options

Date of Sponsorship: ______________________________

☐ I wish to reserve this date on an annual basis

☐ News Option A ☐ Music Option A
☐ News Option B ☐ Music Option B

Basic Information

Name: ____________________________________________

Address: ____________________________________________

City: ___________________ State: ___________________ Zip: _________

Email: ____________________________________________

I am a ☐ New Member ☐ Renewal ☐ Additional Gift

I want to contribute ☐ $365 ☐ Other $: _____________

Day Sponsorships have no “fair market” value, therefore, you may be able to deduct the full amount of your contribution. Consult your tax advisor or VPM for more information.

Payment

☐ Check (made payable to VPM) ☐ Credit Card (circle one)

Discover  VISA  American Express  Master Card

Credit Card Number: ___________________________ Expiration Date: _________

Security Code: ___________ Signature: ______________________________

Please return this form with your payment to:

VPM
Day Sponsorship
23 Sesame Street
Richmond, VA 23235

Questions? Contact Lanny Fields at lfields@vpm.org or 804-560-8226.
Today’s programming on VPM is made possible by...

Pronunciation Guide: