



## **WomanTalk Live Media Sponsorship Guidelines**

**WomanTalk Live** takes an active role in the local and national community by sponsoring events in alignment with its mission of inspiring, educating and empowering women.

All WomanTalk Live Media Sponsorships are **barter-based** and provide an effective way to increase event exposure across multiple venues.

WomanTalk Live's Media Sponsorship partnerships range in value from approximately \$600 to \$6,000. The size of the package and the specific items included is dependent on the barter arrangement. *The more your event is able to offer WomanTalk Live, the more we can do for you!*

### **What WomanTalk Live Does for Your Event**

WomanTalk Live sponsored events will receive exposure via our:

- **eNewsletter**  
We will include information about and a link to your event in our weekly eNewsletter for four to six weeks (or longer if deemed necessary based on the type of event). The eNewsletter is delivered every Wednesday and reaches 2,300 subscribers.
- **Web Site**  
We will feature your logo, copy and link on the "WTL Supports" page of our web site: **<http://www.womantalklive.com/support.html>**

- **Live Radio Show**  
Host Ann Quasman will mention your event and the show's sponsorship of your event weekly for four weeks on the live radio show. These mentions will also be heard in the show's podcast. The show airs every Saturday from 6-7pm on Talkradio 680 WCBM Baltimore.
- **Facebook**  
We will list your event on the WomanTalkLive Facebook page under the "Boxes" tab, and also include copy about your event in our status updates close to your event date.  
**<http://tinyurl.com/womantalklivefan>**

### **What WomanTalk Live Requires from Your Event**

In order to be considered for WomanTalk Live Media Sponsorship your organization must:

- Include the WomanTalk Live logo with link on your event website and in your electronic and/or hard copy newsletters.
- Include a mention of your WomanTalk Live Media Sponsorship any time you post event information on social media sites and talk about your sponsors in general.
- Include the WomanTalk Live logo and URL on your event's printed materials (e.g. flyers, program, posters, t-shirts).
- Include WomanTalk Live in any overall sponsor mention at the event itself.
- Where applicable, include WomanTalkLive promo card in event goody bags or with any materials provided to participants at the event.
- Where applicable, provide two tickets to the event (dinners, receptions, conferences, etc)

***Note:** Media sponsorship arrangements will be based on a equitable exchange of marketing venues and opportunities measured in both value and item equivalence (eNewsletter link/mention for a eNewsletter link/mention).*

To apply for a WomanTalk Live Media Sponsorship, simply contact Ann Quasman at [quasman@comcast.net](mailto:quasman@comcast.net) or 410.583.5355

We thank you for your interest in having WomanTalk Live as a Media Sponsor for your event. In order to make certain your event gets the exposure agreed upon, please review the following steps and deadlines:

### **WomanTalk Live Media Sponsorship: Steps & Deadlines**

1. Confirm via email the details of the final arrangement with Ann Quasman at the addresses listed above.
2. Submit the following items **AT LEAST ONE WEEK IN ADVANCE** of the initial event announcement date:

The following information **should be submitted at least one week in advance** of WomanTalk Live's initial announcement of your event:

- **Your Logo** jpg or gif
- **175 Words OR LESS of Copy** for WomanTalk Live's eNewsletter and web site; examples following; word count does not include event details such as event name, dates, etc
- **ALL Web Site Links** referenced in your copy

#### ***Example of eNewsletter event promotion:***

#### **"Spirited Women of Baltimore" Power Lunch**

*Proceeds benefit the American Red Cross of Central Maryland*

**Wednesday, August 12, 2009**

**11:30 am - 2 pm**

**Morton's The Steakhouse, 300 S. Charles Street, Baltimore**

Morton's The Steakhouse, MyCity4Her.com and The Women's Wine and Dine® host the *"Spirited Women of Baltimore" Power Lunch* to honor three "Spirited Women," in various walks of life, based on their career and personal successes: Spirited Woman Rising (an up and coming, young leader), Spirited Woman in Balance (a working mother) and Spirited Woman of Baltimore 2009 (an accomplished leader).

Tickets are \$40 each if purchased by August 5 and \$50 each if purchased after August 5, or at the door. "Spirited Supporter" tables of six, eight, or 10 are available at a 10% discount per person until August 5.

A portion of the proceeds from ticket sales benefits the American Red Cross of Central Maryland.

To purchase tickets, visit [www.Baltimore4Her.com](http://www.Baltimore4Her.com) or [www.WomenAndWineEvents.com](http://www.WomenAndWineEvents.com), or call 410-585-9902.

***WomanTalk Live is proud to be a sponsor of this event.***

**Example event promotion on the WomanTalk Live website:**



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**Additional Questions?** Please contact Ann Quasman at [quasman@comcast.net](mailto:quasman@comcast.net) or 410.583.5355