

# 2018 Public Charity Proposal and Underwriting Opportunity

**NO MORE DIRTY RADIO SHOW**



## Our Mission:

Is to positively influence and transform urban and post-modern culture; to promote good citizenship, successful quality of life and call-to- action through relatable and uplifting music, messages, inspiration, businesses, community engagement and collaborations.

### Why Underwrite?

We would like to ask that you consider underwriting in 2018 on our radio show. As a No More Dirty Show Sponsor, we will promote and share your businesses message, products and services on two #1 radio stations (103.1FM/92.1FM), in two states and regions (North Alabama and Southern Tennessee).

## We're Unique?

186,254

103.1FM

Huntsville Listenership

92.1FM

Listenership forthcoming

84,796

African-American Adults  
(ages 12-54)

12-30% Other Minorities

27.9%

Married

57.4%

Single or Never Married

6.9%

Divorced

65.1%

Families w/1 or more children

39.4%

Families w/2 or more children

Education: **29.0%** have some College Education / **12.9%** have a College Degree or better

Annual Household Income: 19.0% \$75,000 + / 42.1% \$35,000 + / 32.6% \$55,000 + In addition, your business joins us in a collaborative effort to (a) making our communities and cities wonderful and better places to live; (b) become good neighbors; (c) learn to value and appreciate diversity, justice, culture, equality, ethnicity, faith and (d) promote clean media, message and outlets of entertainment for the entire family.

The "No More Dirty Radio Show" is a unique broadcast produced and hosted by Frederick Whitlow II aka Minister Fred II. The "No More Dirty Radio is not only #1 for the cleanest and Inspirational Hip-Hop and Urban Music in this syndicated region and we host live on the #1 Urban Contemporary, #1 Hip-Hop and R&B station in our region.

Minister Fred II and his team, Coach Joe and DJ Sam Smite air live every Sunday evening from 6-7pm CST on WEUP's stations, 103.1FM North AL and 92.1FM Northern TN, via the 103.1weup smartphone app and online at [www.103weup.com](http://www.103weup.com).

The "No More Dirty Radio Show" is a radio broadcast that tackles "hard-to- talk-about" 21st century topics/subjects that affect our listeners, city and business community in a way that helps us gain necessary tools to bounce back from their circumstances and reach their lifelong goals and their "American Dream." Knowing that there those with the greatest needs and challenges, we share post-modern solutions and urban motivation, intervention, strategies solutions that build better todays and tomorrows. The music we play is uplifting, positive and encouraging in nature. We feature the best in Urban, Contemporary, Inspirational, Spoken Word, Conscious, Clean (non-vulgar messages and/or profanity) and Christian Hip-Hop.

# Recognition Opportunities

## Corporate Sponsor

### Annual Gift of \$9,600.00 (\$800.00 per month) includes

- Run Two Produced Radio Mp3 Spots (:60 second spot) twice on weekly show
  - Do twelve Exclusive Radio Interviews on “The No More Dirty Radio Show”
  - Host eight (2-hour) Meet & Greets or Special Events for your organization at The Spot
  - Include Your Official Logo with Link on our Website and Promotional Materials for the year
  - Receive a Corporate ‘No More Dirty RADIO’ Trophy for your establishment
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## Platinum Sponsor

### Annual Gift of \$7,200.00 (\$600.00 per month) includes

- Run One Produced Radio Mp3 Spot (:60 second spot) once on weekly show
  - Do eight Exclusive Radio Interviews on “The No More Dirty Radio Show”
  - Host six (2-hour) Meet & Greets or Special Events for your organization at The Spot
  - Include Your Official Logo with Link on our Website and Promotional Materials for the year
  - Receive a Crystal ‘No More Dirty RADIO’ Trophy Award for your establishment
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## Gold Sponsor

### Annual Gift of \$4,800.00 (\$400.00 per month) includes

- Run One Produced Radio Mp3 Spot (:30 second spot) once on weekly show
  - Do four Exclusive Radio Interviews on “The No More Dirty Radio Show”
  - Host four (2-hour) Meet & Greets or Special Events for your organization at The Spot
  - Include Your Official Logo with Link on our Website and Promotional Materials for the year
  - Receive a Star ‘No More Dirty RADIO’ Plaque for your establishment
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## Silver Sponsor

### Annual Gift of \$3,600.00 (\$300.00 per month) includes

- Run One Produced Radio Mp3 Spot (:30 second spot) once on weekly show
  - Do two Exclusive Radio Interviews on “The No More Dirty Radio Show”
  - Host two (2-hour) Meet & Greets or Special Events for your organization at The Spot
  - Include Your Official Logo with Link on our Website and Promotional Materials for the year
  - Receive a Star ‘No More Dirty RADIO’ Plaque for your establishment
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## Bronze Sponsor

### Annual Gift of \$2,400.00 (\$200.00 per month) includes

- Run One Produced Radio Mp3 Spot (:30 second spot) once on weekly show
- Do one Exclusive Radio Interview on “The No More Dirty Radio Show”
- Host one (2-hour) Meet & Greets or Special Events for your organization at The Spot
- Include Your Official Logo with Link on our Website and Promotional Materials for the year
- Receive a Star ‘No More Dirty RADIO’ Plaque for your establishment

Together we will impact and transform lives in this region for the good. Again, thank you for taking time to read this proposal and your support.



Make your tax-deductible check payable to:  
No More Dirty, Inc.  
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