

Louisville Public Media Digital and Event Sponsorship Opportunities

Digital platforms for WFPL.org, WUOL.org and WFPK.org

- Tiles with links
- Embedded Feature Frames with links
- Live Streams (tiles with links and pre-roll :10 audio)
- Station Apps with links
- On demand Features (podcasts program archive with pre-roll)
- Member eNews – bi-weekly opt-in email newsletters to LPM members with ad/offer/link options

Events

- LPM Annual “Rock ‘n’ Stroll” walk/concert at Iroquois Park
- “Member Perk” special offers

89.3 WFPL

- “UnBound” series
- “Upfront” With Jonathan Bastian
- The Moth* live events
- Ongoing speakers and member events

Classical 90.5

- Classical 90.5 Summer Listening Series
- Lunchtime Classics Live Broadcast Series
- Instrumental Partners
- Young Artist Competition
- Holiday Choral Festival

91.9 WFPK

- WFPK Waterfront Wednesday* Concert Series
- WFPK Winter Wednesday* Concert Series
- Live Lunch* Live Broadcast Series
- New Year’s Eve Countdown Programming
- New Year’s Eve Party
- Forecastle Festival live broadcast
- The Weekly Feed* syndicated radio show/Salon.com video series

Spring/Fall Membership Campaigns

- “New Member Business Challenge” Sponsorships
- Station-specific premium sponsor (one per year)
- “Daily Prize” Sponsor (5 per drive)

Other

- Various station items, including stickers, shirts and premiums

