Woof Boom Radio and 104.1 HD1 WLBC takes seriously our role of being a partner to those in the cities and towns we serve. WLBC continues to assist some of the great organizations making a difference in our community with the WLBC Hometown Heroes Grant Program. If you are interested in receiving our promotional support please consider completing this application. Each month we are providing an investment of our resources that represents over $10,000 of promotional and commercial support to one deserving organization.

|  |  |  |  |
| --- | --- | --- | --- |
| **WLBC Hometown Heroes Promotional Support** |  |  |  |
| Recorded :30 Promos | 100 |  |  |
| Live :15 Promos | 50 |  |  |
| TOTAL SPOTS | 150 |  |  |
| Rate per recorded Promo | $52 |  | **$5,200** |
| Rate per Live | $38 |  | **$1,900** |
| Commercial Production Services | $350 |  | **$350** |
| Wake Up Crew replays | $495 |  | **$495** |
| WLBC.com listing (30 days) | $950 |  | **$950** |
| This Week in Delaware County Segment Feature | $350 |  | **$350** |
| WLBC E-Blast (database Marketing) | $400 |  | **$400** |
| Social Network posts | $500 |  | **$500** |
|  |  |  |  |
| **TOTAL VALUE** |  |  | **$10,145** |
|  |  |  |  |

This is not a cash grant but rather the commitment of WLBC resources – the station with a coverage area that reaches nearly half a million people. We can only award a select number of grants each year. Those organizations awarded a WLBC Hometown Heroes Grant will receive the largest commitment of our resources. For the worthwhile causes that do not receive a grant we will oftentimes support their efforts by providing access to our community calendar and announcements. No other area other media organization has our extensive reach; therefore we receive many deserving requests. As a locally owned business committed to using our resources judiciously to give back to the community, we ask for those groups seeking our support to help us in determining how best to commit our efforts. Each month one community organization will be the recipient of this Grant.

*Those requests that address improving issues related to health, education, and economic development will receive special consideration. We also look to support programs or initiatives that address a specific social condition and have a plan that can accomplish stated objectives.*

For consideration the organization or cause must be one of the following:

* A 501c3 (or other designated not-for-profit organization) and are able to provide documentation
* An educational, government, or city agency
* In an emergency, crisis situation
* Event which is free and open to the public

# Background information (required)

1. Contact information
   1. Organization Name
   2. Full Name
   3. Email Address
   4. Phone Number
2. Name of your campaign/project/event
3. If you are seeking support in promoting a fundraising event, please list below your organization’s fundraising goal for the event. WLBC requests that you submit a brief update after the event to communicate to us the total amount raised.
4. Other important details about your event or request for partnership:
   1. Is your organization a 501c3?
   2. If you are a not a 501c3, are you a Government Agency, Educational, or City Organization? Please state the type of organization.
5. Is your organization requesting receiving or seeking support from:
   1. Other media outlets. Please list?
   2. Advertising, public relations, or fund-raising firms?
   3. Are the organizations above that are supporting your organization receiving payment for their services?
6. What months are you requesting? Please rank your top (3) three choices in order. If your month is not available will you accept the award of your grant in another month?

# The Application

Please answer the following two questions in less than 250 words:

* What is your organization’s overall purpose and what quantitative outcome are you working to achieve?
* If you receive this grant, what do you want people to do or believe?

You may provide additional background information that explains the purpose of your organization or event. This information will not be used in the evaluation of your grant application.

The information provided in this application only assists in applying our limited resources to worthwhile causes. Woof Boom Radio retains the right to accept or decline any request.

Please return your grant application to Steve Lindell by May 31, 2021. If you have questions please contact: 765-288-4403 or [Steve.Lindell@WoofBoom.com](mailto:Steve.Lindell@WoofBoom.com)