



# 2017-18 Winter Snow Safety Radio Broadcast Sponsorship Opportunity

**The Alaska Avalanche Information Center - airs weekly snow safety reports on a minimum of four (4) Mat-Valley radio stations and five (5) Alaska Integrated Media Anchorage stations (November 22 – May 5 (21-23 weeks) depending on conditions. (More stations coming.)**

**Great opportunity for** companies or organizations looking to increase their community impact through support of public safety and health outreach.

**Report plays** Two to three days a week, two to three times per day (depending on station.) This 60 second radio report provides valuable information on snow conditions in and around Anchorage and the Mat-Su Valley. Includes safety tips, snow conditions and backcountry travel updates plus upcoming activities and training opportunities.

**Report** Runs approximately Nov. 22 – May 5 (21-24 weeks) depending on conditions.

**Cost-** Season Title sponsor \$5,000 (included in every report;) Once per month sponsor \$1,250 (5 times during the season;) Special promotions \$500 (3 mentions for the season.) Weekly sponsors \$250 for one week. Funds for this project cover research and production expenses for this weekly report.

Sponsors will be mentioned at the start of each report with a recognition line such as '*made possible thanks to (YOUR COMPANY)*' connecting you with this public safety outreach program serving thousands in the Anchorage and Mat-Su Valley areas. Monthly sponsors receive up to five mentions (one per month or weekly for one month.) Special promotions receive four promotions during the season.

This is a sponsorship opportunity supporting the Alaska Avalanche Information Center and making it possible for these messages to air on the radio. Additional advertising packages are available from individual media outlets.

AAIC is a not-for-profit 501c3  
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