



**103.3**  
**ASHEVILLE fm**  
**2022 RECORD FAIR**  
**SPONSORSHIP OPPORTUNITIES**



# **Asheville FM: Real People, Great Radio**

# About Asheville FM

We keep Asheville thriving by producing diverse and eclectic programming that inspires our listeners to build connections across our communities and to discover new music and ideas.

We work to amplify historically excluded voices in the community, including Black people, members of the LGBTQIA+ community, women, Latinx people, people of color, speakers of languages other than English, refugees, and youth.

Our freeform community radio station is programmed and staffed by around 100 volunteers and runs 70+ programs throughout the week. Our terrestrial broadcasts reach most of Buncombe County and stream globally on our website and app.



# **Asheville FM Record Fair**

# Asheville FM Record Fair Growth

## 2019

- Held at New Belgium Brewery
- 200 total attendees
- \$4200 raised
- 8 vendors

## 2021

- Held at Harrah's Cherokee Center Asheville
- 300 total attendees (72 VIP, 235 general)
- \$10,000 raised
- 17 vendors
- 35 volunteers

Press coverage: [AVL Today](#), [Mountain XPress](#)

# 2022: 3rd Annual Asheville FM Record Fair

Saturday, September 10 at Harrah's Cherokee Center Asheville (Civic Center)


Featuring live DJs and performances by local bands promoting an EP produced in partnership with Drop of Sun Studios and Citizen Vinyl

Food and beverage concessions

VIP tickets for early admission and a branded tote bag filled with sponsor swag (also available for purchase with general admission)

Record vendors from throughout the Southeast region, as well as local vendors





# **Sponsorship Levels & Benefits**

# Impact

Asheville FM is a 501(c)3 organization and your sponsorship is a 100% tax deductible donation.

Sponsorship and underwriting donations support our daily operations, including broadcast equipment, utilities, and music licensing, as well as special programming like our Youth Radio Program, launching this fall.

Support for Asheville FM allows us to purchase recording kits we can send into the community, upgrade our studio equipment, and build capacity for new outreach programs to better serve our community, such as our initiative to collaborate with refugee populations to create regular broadcasts in their home languages.

## **BOX SET LEVEL: \$5000+**

- **Prime logo** and name recognition as Main Sponsor on record fair tote bag, and on all marketing including **on-air spots**, social media, website, e-blasts, event-specific marketing and top-billing on large screen at the Record Fair
- **Logo included at top** of the poster **& for six months on AFM app**
- **Six** months of Underwriting (on air spots) on 103.3 Asheville FM
- Sponsored product in tote bags distributed at the Record Fair (coupons, stickers, fliers, or other promotional products)
- On-air recognition after the event

*Limited to one sponsor at this level!*

## LP LEVEL: \$3000+

- **Logo** and name recognition on all online marketing including social media, website, e-blasts, event-specific marketing and on large screen at the Record Fair
- **Logo** included on the poster **& for two months on AFM app**
- **Two** months of Underwriting (on air spots) on 103.3 Asheville FM
- Sponsored product in tote bags distributed at the Record Fair (coupons, stickers, fliers, or other promotional products)
- On-air recognition after the event

*Limited to five sponsors at this level. Confirmed sponsors: Drop of Sun Studios, Citizen Vinyl, Explore Asheville.*

## **45RPM LEVEL: \$2000+**

- Name recognition on all online marketing including social media, website, e-blasts, event-specific marketing and on large screen at the Record Fair
- Name included on the poster
- One Month of Underwriting (on air spots) on 103.3 Asheville FM
- Sponsored product in tote bags distributed at the Record Fair (coupons, stickers, fliers, or other promotional products)
- On-air recognition after the event

## **HEADPHONES LEVEL: \$500+**

- Name recognition on website and on large screen at the Record Fair
- Sponsored product in tote bags distributed at the Record Fair (coupons, stickers, fliers, or other promotional products)

# **TURNTABLE LEVEL: Concessions donations**

Food and drink donors will receive:

- Name recognition on online marketing including social media, website, e-blasts, event-specific marketing and on large screen at the Record Fair
- Sponsored product in tote bags distributed at the Record Fair (coupons, stickers, fliers, or other promotional products)
- On-air recognition after the event



**Questions? Email  
[underwriting@ashevillefm.org](mailto:underwriting@ashevillefm.org)**

**MORE INFO & SIGN UP  
TO SPONSOR HERE:**  
**Record Fair Sponsorship Packages**

