

SPONSOR 2022-23 POSTSEASON COVERAGE OF LCHS RAILER AND LADY RAILER BASKETBALL!

The LCHS Lady Railers basketball team is having an historic season, currently undefeated and ranked No. 2 in the state. The Railer boys' team is having another strong campaign, on the verge of achieving yet another 20+ win season. Both squads are poised to make runs into postseason, and WLCN plans to provide coverage of both teams as they advance.



With postseason coverage, there are additional costs for WLCN. In addition to customary expenses for travel and crew, the Illinois High School Association charges fees for radio broadcasting and online streaming rights for postseason games. WLCN is giving businesses the chance to show their support for the LCHS basketball teams and get their organization's name in front of the passionate LCHS basketball fanbase by sponsoring WLCN's postseason coverage of both LCHS teams (not including video livestreaming of state semifinals or beyond games due to IHSA restrictions; WLCN will provide radio coverage for LCHS teams advancing that far).



Since the total number of games depends on teams continuing to win in the tournament, WLCN is offering sponsorship on a per-game basis. Sponsors can sign up for a set number of games or for the teams' entire postseason run. Sponsors will receive:

- mention in the pre-recorded audio billboard announcement aired before and after games on the radio and/or the Mixlr app
- mention in the video billboard announcement along with a logo and basic business information in the video billboard announcement before and after games on WLCN's YouTube live videostreams
- in-game acknowledgement announcements read live by announcers and heard on the radio, the Mixlr app/web site and WLCN's live videostream
- in-game recognition through on-screen graphics periodically displayed during breaks in WLCN's YouTube live videostreams
- mention in billboard-style radio commercials acknowledging sponsors airing throughout the broadcast day on WLCN during the postseason
- mentions on WLCN's web site, social media and in WLCN's weekly email newsletter, *The 96.3 411*.



The cost is:

- \$50 per game for new sponsors (organizations not currently advertising/sponsoring on WLCN)
- \$40 per game for current WLCN advertisers/sponsors

Postseason dates/times of games for both teams will not be determined until tournament seedings are announced. There are a few dates on which both teams could potentially play; if that occurs, WLCN plans provide coverage in some form of both teams' games depending on at what point in the postseason the conflict occurs. More details will be posted after the dates/times of all games are known.

**FOR MORE INFORMATION OR TO SPONSOR WLCN'S
LCHS BASKETBALL POSTSEASON COVERAGE,
CALL WLCN AT (217) 648-5510 OR EMAIL ADVERTISE@WLCNONLINE.COM**