



Radio, TV, Broadcasting Dept.
San Antonio College
1819 N. Main Ave
San Antonio, TX 78212-4299

KSYM-FM

January 11, 2018

Dear Friend of College Radio,

I'm writing to ask you for a donation of a gift certificate of \$50.00 or more for use as a premium during our upcoming KSYM Pledge Drive. This year the Pledge Drive takes place during the week of March 5th through March 11th. You'll receive a minimum of one on-air mention (and probably lots more!) for each ten dollar value of your donation. Your business will receive social media mentions via KSYM's Facebook and Twitter, where the station has 12,000 likes and 3,000 followers.

During the week of the Pledge Drive, we'll have special guest DJs drawn from the San Antonio community doing guest shifts to raise funds for the station. Last year's guest DJs included media personalities, civic leaders, music industry people and many others.

The money raised during Pledge Drive helps us keep current with modern radio technologies at the station including microphones, headphones and recording equipment. Office equipment such as computers, digital technology and printers are also updated. Funds also pay for annual licensing and performance rights fees for streaming shows over the web.

You can increase your business' visibility in the community and support KSYM with a gift certificate for your product or service. Call KSYM's Program Director, James Velten, at 486-1371 or me at 486-1366 to discuss your donation.

We appreciate your tax-deductible support of college radio. The Alamo Community College District is a non-profit, tax-exempt institution under Section 115(1) of the Internal Revenue Code.

Sincerely,

John Onderdonk
Faculty Advisor, **KSYM-FM**



KSYM-FM Premium Information Sheet

Business Contact: _____

Product/Service/Business Name: _____

Location of business: _____

Phone # _____ **Fax #** _____

Email _____

Estimated value of the premium _____

Quantity of gift certificates _____

Description of the premium _____

Services provided by your business _____

Specialties of your business _____

What restrictions if any, apply to the premium? (Please be brief)

Can we mention your name when we mention the name of your business? Y N

Name of KSYM Representative _____